

### How to Win Friends and Influence People?

- ✓ Talk to people about the things they are interested in.
- ✓ Try to see things from their point of view.
- ✓ Genuinely like other people.
- ✓ Make them feel important.
- ✓ Don't criticize others.

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### Qualities of a Good Voice

- ✓ Alert: Awake and interested
- ✓ Pleasant: A smile in your voice
- ✓ Natural: Straightforward language, without jargon
- ✓ Enthusiastic: Glad the person called, visited
- ✓ Distinct: Easy to understand with moderate volume and rate
- ✓ Expressive: Well modulated, varied tone



### Sending Positive Messages

Positive Message	Negative Message
Face is relaxed and under control. This communicates you are prepared, know what you are doing and/or are comfortable with your role.	Face is anxious and uptight. This communicates you are ill-prepared, inexperienced and/or uncomfortable with your role.
Smile is natural and comfortable. This communicates you are sure of yourself. Like what you are doing, and enjoy your clients/guests.	Smile is forced or phony. This communicates you are unsure of yourself, don't like what you are doing, and/or really don't enjoy your clients or guests.
Eye contact is maintained when talking or listening. This communicates they are important, you are interested in them, and you feel self-confident.	Eye contact is avoided when talking/listening to customers or guests. This communicates a lack of interest, and/or you lack the self-confidence to do the job.
Body language is deliberate and controlled. This communicates you are in control, you are glad to be where you are, and that although you are busy, this is just part of your job.	Body movement is hurried and rushed. This communicates that you are not in control of the situation and would like the client or guest to leave.

### Tips for Remembering Names

- ✓ Concentrate.
- ✓ Get the name right.
- ✓ Repeat the name out loud, right after you hear it. Try to find other opportunities to use it.
- ✓ Get some kind of visual fix. (Matt has thick hair like a mat.) These are not things you are ever expected to share with the person so be as creative as you must be to remember visually.
- ✓ Group associate. Know where you met the person. Perhaps write it on their business card if you get one.
- ✓ Write the name down as soon as you can
- ✓ Pay attention. That's most important.

### Making Small Talk

#### What works?

- As important as what you say is how you say it. Wear a smile. It is always becoming to your voice.
- If you find yourself alone, look for others who look similarly disengaged, join a group with an odd number of people. You could pass the cheese tray, or sample the buffet table.
- One tip that often works is to imagine you are host or hostess. Now you will be less worried about yourself and more concerned about other people.

#### What doesn't work?

- Don't attempt to make a derogatory remark under the guise of humor (that's sarcasm).
- Don't try to shock. Some people are hard to shock anyway, and others may be shocked in a very negative way, so it just isn't worth the risk.
- Lengthy emotional debates will not contribute to the gathering. Death, politics, religion, illness, and children usually head the list of subjects to be avoided.
- There are, of course, exceptions to every rule, such as when you must express your condolences to someone, when someone has been ill or have somebody they care for who is ill.

### Organizing Your Network

- List those people you want to contact over the next three months.
- Consider how much time and money you have available to devote to networking.
- If you don't have business cards, get some!
- If you collect a card, note the date you met, where, and at what event. Do you need to do any follow-up?
- Create a "networking notebook." This can be a handwritten file or a computer document. Keep track of those contacts you want to cultivate.

## Tips on Improving Your Competence

- ✓ Find an area of sales that you excel in, and become even better.
- ✓ Practice and read books.
- ✓ Become an expert in that area.
- ✓ Collect testimonials.
- ✓ When people say nice things, ask if they'd put them on paper.

## The 12 Rules of Likeability

- 1) We like people who like us.
- 2) We like people who are like us.
- 3) We like people who can teach us without preaching at us.
- 4) We like people who lift our spirits.
- 5) We like people who pay attention to us.
- 6) We like people who are approachable.
- 7) We like people who are genuine.
- 8) We like people who we associate with positive feelings.
- 9) We like people who are courteous.
- 10) We like people who we are familiar with.
- 11) We like people who don't take themselves too seriously.
- 12) We like people who are beautiful on the inside.

## Six Steps to a Winning Handshake

1. Your grip should be firm, rather than weak. However, you don't want your handshake to be painful to the other person.
2. We all prefer to shake a hand that is dry. While you don't want to obviously dry your hands before greeting someone, this is perfectly acceptable if you have been holding a cold glass or have been eating.
3. A handshake is palm to palm.
4. The perfect handshake is about 3 seconds. You can gently pump once or twice but this is not necessary. Then pull back your hand, even if you are still talking.
5. While this will vary from culture to culture, in North America we expect the person shaking our hand to make eye contact with us.
6. Have something to say as you shake hands, if possible.

## Business Card Tips

### For your business cards...

- Don't hand out your business card to everyone you know, as if you are spreading the wonder of who you are. First see if people need or want your card. Handing out your cards like chewing gum makes you seem like a cheap salesperson – not the image you want to project.
- Make sure your business cards are clean and in good condition. They are a part of your business image. A business card that is dirty, or curled at the edges leaves a poor first impression. Use a business card case to keep your cards clean and fresh.
- Don't leave home without your cards. You shouldn't give your cards to everyone you see, but have them ready when you need them.
- When your cards are damaged or out of date, print new ones. If you start crossing out information on a card and write new information on top of it, it makes it difficult to read and looks messy. Business cards are part of your image. Make sure yours are well designed and up to date.

### For others' business cards...

- When you receive a card, take a moment to look at it. Make a positive comment about some aspect of the card: the logo, the company name, or business location. This shows respect for the other person, and demonstrates your interest in them. As well, this is an excellent way for you to find out more about them, such as their job title. It also helps you remember their name, or reminds you of their name in case you forgot – a very common occurrence.
- After you've looked at the card, place it carefully in a card case, or in a front pocket – not a back pocket. Treat the card with respect.
- Be careful about writing on people's cards. Now, this goes against convention with most networking books and articles. But in many cultures, specifically with people from Asia, a business card is an important part of their persona, and should be treated with respect. Other people spend time and money designing a professional card and may not appreciate your writing across it. If you need to record information, write on the back not the front. Ask first, "Do you mind if I write on your card?"
- If someone hands you a card that you don't want, don't refuse to take it. Accept it, look at it, and put it in a pocket. Throw it out later.

## Top Networking Tips

- ✓ Set a reasonable goal for the number of new people to talk with each day...and do it!
- ✓ At gatherings, limit the time you spend with friends and people you already know. They will probably want to network too.
- ✓ Prepare and rehearse a brief description of who you are and what you do, something that takes only 3 seconds to say. What is your message?
- ✓ Exchange business cards with everyone who is appropriate and interested. If you don't have business cards (get them), make sure they know where to contact you. If they don't have cards (shame on them), at least get the name of their company and if possible their telephone number.
- ✓ Use your time effectively if you are in transit or lining up for meals at a business or social event. It is smart to network at training or organizational sessions, and some of our most interesting networking is done at meals.
- ✓ If you have a name tag, wear it on the right upper chest. This makes it easier to read when you are shaking hands.