

♦ **Fundamental Techniques in Handling People**

1. **Don't criticize.**
2. **Give** honest and sincere **appreciation.**
3. Arouse in the other person an eager want.

♦ **Six ways to make people like you**

1. **Become** genuinely **interested** in other people.
2. **Smile.**
3. Remember a person's **name.**
4. Be a **good listener.** Encourage others to talk about themselves.
5. **Talk** in terms of the **other person's interests.**
6. **Make** the other person feel **important** - and do it sincerely.

♦ **Win people to your way of thinking**

1. The only way to get the best of an **argument** is to **avoid** it.
2. Show respect for the other person's opinions. **Never say, "You're wrong."**
3. **If you are wrong, admit it** quickly and emphatically.
4. **Begin** in a **friendly** way.
5. Get the **other person saying "yes, yes" immediately.**
6. Let the other person do a great deal of the talking.
7. Let the other person feel that the **idea** is **his** or **hers.**
8. Try honestly to **see things from the other person's point of view.**
9. Be sympathetic with the other person's ideas and desires.
10. Appeal to the nobler motives.
11. **Dramatize** your ideas.
12. Throw down a challenge.

♦ **Be a Leader**

1. **Begin with** praise and honest **appreciation.**
2. Call attention to people's **mistakes indirectly.**
3. **Talk about your own mistakes before criticizing** the other person.
4. Ask questions instead of giving direct orders.
5. **Let** the other person **save face.**
6. **Praise the slightest improvement** and praise every improvement.
7. Give the other person a fine reputation to live up to.
8. Use encouragement. **Make the fault seem easy to correct.**
9. **Make** the other person **happy** about **doing** the **thing** you **suggest.**