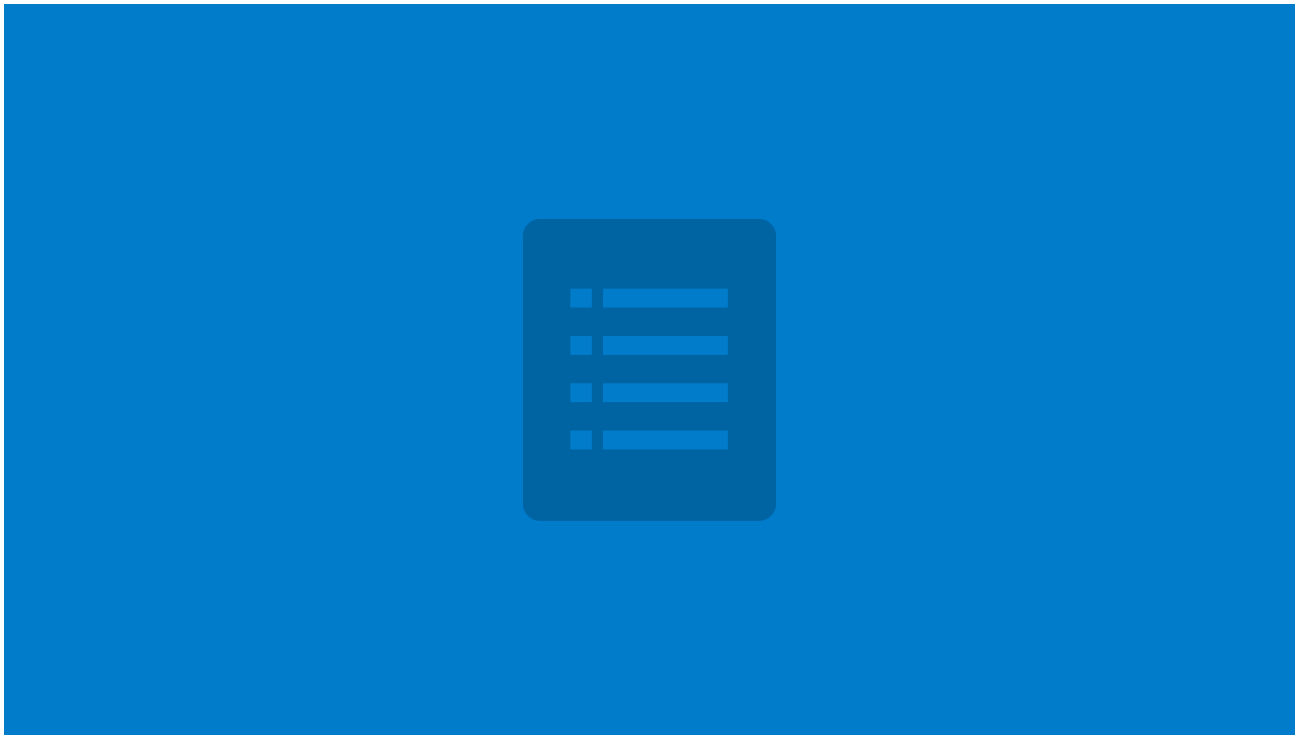
How to win and influence people

Time For Words Of Wisdom!



Step 1

How to make people like you

- [ ] Principle 1: become genuinely interested in other people.
- [ ] Principle 2: smile
- [ ] Principle 3: remember that a person 's name is to that person the sweetest and most important sound in any language.
- [ ] Principle 4: be a good listener. Encourage others talk about themselves.
- [ ] Principle 5: talk in terms of the other person's interests.
- [ ] Principle 6: make the other person feel important — and do it sincerely.

Step 2

How to win people to your way of thinking

- [ ] Principle 1: the only way to get the best of an argument is to avoid it.
- [ ] Principle 2: shaw respect for person's opinions. Never say, 'you're wrong.
- [ ] Principle 3: if you are wrong, admit it quickly and emphatically.
- [ ] Principle 4: begin in a friendly way.

- [ ] Principle 5: get the other person saying •yes, yes' immediately.
- [ ] Principle 6: let the other person do a great deal of the talking.
- [ ] Principle 7: let the other person feel that the idea is his or hers.
- [ ] Principle 8: try honestly to see things from the other person 's point of view
- [ ] Principle 9: be sympathetic with the other person's ideas and desires.
- [ ] Principle 10: appeal to the nobler motives.
- [ ] Principle 11: dramatise your ideas.
- [ ] Principle 12: throw down a challenge.

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