

the salesman has treated them. Make someone feel important, and he cares about you. And when he cares about you, he does more for you.

Customers will buy more from you, employees will work harder for you, associates will go out of their way to cooperate with you, your boss will do more to help you if you will only make these people feel important.

It pays to make "big" people feel even bigger. The big thinker always adds value to people by visualizing them at their best. Because he thinks big about people, he gets their best out of them.

Here's the second giant reason for making others feel important: *When you help others feel important, you help yourself feel important too.*

One of the elevator operators who carried me "up and down" for several months had the look of complete unimportance written all over. She was fiftyish, unattractive, and certainly uninspired in her work. It was obvious that her longing to be important was completely unfulfilled. She was one of the millions of people who live for months at a time without ever being given a reason to believe that someone notices them or cares about them.

One morning shortly after I became one of her regular "uppers and downers," I noticed that she had had her hair redone. It was nothing fancy. It was obviously a home-made job. But it had been cut and it did look better.

So I said, "Miss S. (Note: I had learned her name), I do like what you've done to your hair. It really looks fine." She blushed, said, "Thank you, sir," and nearly missed her next stop. She appreciated the compliment.