

1. Conversation generosity wins friends.
2. Conversation generosity helps you learn more about people.

Remember this: the average person would rather talk about himself than anything else in this world. When you give him the chance, he likes you for it. Conversation generosity is the easiest, simplest, and surest way there is to win a friend.

The second benefit of conversation generosity, learning more about other people, is important, too. As we said in Chapter 1, *people* are what we study in our success lab. The more we can learn about them, their thought processes, their strong and weak points, why they do what and as they do, the better equipped we are to influence them effectively, in the way that we want.

Let me illustrate.

A large New York advertising agency, like all advertising agencies, specializes of course in *telling* the public why it should buy the products it advertises. But this agency does something else, too. It requires its copywriters to spend one week each year behind counters so they can *listen* to what people say about the products they promote. *Listening* provides the clues these copywriters need to write better, more effective ads.

Many progressive businesses conduct so-called terminal interviews with employees who are leaving. The reason is not to sell the employees on staying with the company but to find out why he is quitting. Then the company can bring about improvements in its employee relations. Listening pays off.

Listening pays off for the salesman, too. Often people think of a good salesman as a "good talker" or a "fast talker." Sales