

the correct spelling of their own names! If possible, get his address and phone number, also.

5. Drop a personal note or make a phone call to the new friends you feel you want to know better. This is an important point. Most successful people follow through on new friends with a letter or a phone call.
6. And last but not least, say pleasant things to strangers. It warms you up and gets you ready for the task ahead.

Putting these six rules to work is really thinking right about people. To be sure, it is not the way the average person thinks. Mr. "Average" never takes the initiative in making introductions. He waits for the other person to introduce himself first.

Take the initiative. Be like the successful. Go out of your way to meet people. And don't be timid. Don't be afraid to be unusual. Find out who the other person is, and be sure he knows who you are.

Recently an associate and I were retained to do a preliminary screening of an applicant for an industrial sales job. We found the applicant, whom we'll call Ted, to have some good qualifications. He was exceptionally intelligent, made a fine appearance, and seemed to have a lot of ambition.

But we found something that forced us to disqualify him, at least temporarily. Ted's big limitation was this: he expected perfection in other people. Ted was annoyed by many little things, like mistakes in grammar, people who were messy with cigarettes, people who had bad taste in clothes, and so on.