

same d—— salesman was in here and had the gall to say, 'I sure would like to get your business back. I'm going to tell Santa to be real good to you this year.' If I hadn't sent their booze back, the first thing that so-and-so would've said to me next time he's in is 'I'll bet you enjoyed our gift, didn't you?'"

Friendship can't be bought. And when we try, we lose in two ways:

1. We waste money.
2. We create contempt.

*Take the initiative in building friendships—leaders always do.* It's easy and natural for us to tell ourselves, "Let him make the first move." "Let them call us." "Let her speak first."

It's easy, too, virtually to ignore other people.

Yes, it's easy and natural, but it isn't right thinking toward people. If you follow the rule of letting the other person build the foundation for friendship, you may not have many friends.

Actually, it's a mark of real leadership to take the lead in getting to know people. Next time you are in a large group, observe something very significant: *the most important person present is the one person most active in introducing himself.*

It's always a big person who walks up to you, offers his hand, and says, "Hello, I'm Jack R." Digest this observation for a moment, and you'll discover the reason the fellow is important is that he works at building friendships.

Think right toward people. As a friend of mine expresses it, "I may not be very important to him, but he's important to me. That's why I've got to get to know him."