

# How to win friends and influence people - Dale Carnegie

## Fundamentals techniques in handling people

- Don't criticise, condemn or complain.
- Give honest and sincere appreciation.
- Arouse in the other person an eager want.

## Six ways to make people like you

- Become genuinely interested in other people.
- Smile.
- Remember that a person's name is to that person the sweetest and most important sound in any language.
- Be a good listener. Encourage others to talk about themselves.
- Talk in terms of the other person's interests.
- Make the other person feel important - and do it sincerely.

## Win people to your way of thinking

- The only way to get the best of an argument is to avoid it.
- Show respect for the other person's opinions. Never say, 'You're wrong'.
- If you are wrong, admit it quickly and emphatically.
- Begin in a friendly way.
- Get the other person saying 'yes, yes' immediately.
- Let the other person do a great deal of the talking.
- Let the other person feel that the idea is his or hers.
- Try honestly to see things from the other person's point of view.
- Be Sympathetic with the other person's ideas and desires.
- Appeal to the nobler motives.
- Dramatise your ideas.
- Throw down a challenge.

## Be a leader

- Begin with praise and honest appreciation.
- Call attention to people mistakes indirectly.
- Talk about your own mistakes before criticising the other person.
- Ask questions instead of giving direct orders.
- Let the other person save face.
- Praise the slightest improvement and praise every improvement. Be 'heartly in your approbation and lavish in your praise'.
- Give the other person a fine reputation to live up to.
- Use encouragement. Make the fault seem easy to correct.
- Make the other person happy about doing the thing you suggest.