

## **How to Win Friends and Influence People**

- Fundamentals in handling people
  - Don't criticize, condemn, or complain
  - Give honest and sincere appreciation
  - Arouse in the other person in an eager want
  - To make people like you
- Become genuinely interested in 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 people to talk about themselves
  - Talk in terms of other people's interests
  - Make other people feel important and do it sincerely
  - Win people into 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're wrong, admit it quickly and emphatically
  - Begin in a friendly way
  - Get the other person to saying "yes, yes" immediately
  - Let the other person to a great deal of talking
  - 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
  - Dramatize your ideas
  - Throw down a challenge
- Change people without giving offense or arousing resentment
  - Begin with praise and honest appreciation
  - Call attention to people's mistakes indirectly
  - Talk about your own mistakes before criticizing the other person
  - Ask questions instead of giving orders
  - Let the other person save face
  - Be "hearty in your approbation and lavish in your praise"