



Ideas on How to Win Friends and Influence People from Dale Carnegie

A. Fundamental Techniques in Handling People:

1. Don't criticize, condemn, or complain.
2. Give honest and sincere appreciation.
3. Arouse in the other person an eager want.
4. Think in terms of other people's point of view and see things from their angle as well as your own.

B. Six Ways to Make People Like You:

1. Become genuinely interested in other people.
2. Smile.
3. Remember a person's name.
4. Listen well, make eye contact, don't butt in, let them talk.
5. Talk in terms of the other person's interests.
6. Make the other person feel important, and do it sincerely.

C. How to Win People to Your Way of Thinking:

1. The only way to get the best of an argument is to avoid it, thus:
Ways on how to keep a disagreement from becoming an argument:

- a. Welcome disagreement.
- b. Distrust your first instinctive impression.
- c. Control your temper.
- d. Listen first.
- e. Look for areas of agreement.
- f. Be honest, admit errors, and say so,

apologize for mistakes.

g. Promise to think over opponents ideas and study them.

h. Thank opponent sincerely for their interest.

i. Postpone action to give both sides time to think.

2. Show respect for the others opinions. Never say "you're wrong." Do not tell others you are right.
3. If you are wrong, admit it quickly.
4. Begin in a friendly way. i. e. A drop of honey catches more flies.
5. Get the other person saying yes. Emphasize the things you do agree with. Ask questions which have to be answered yes.
6. Let the other person do a great deal of the talking.
7. Let the other person feel that the idea is his. Make suggestions, and let the other person think out the conclusion.
8. Try honestly to see things from the others point of view. Don't condemn, try to understand.
9. Be sympathetic with others, i. e. : "I don't blame you for feeling as you do. If I where you I would probably feel the same."
10. Appeal to the "Nobler" motives.
11. Dramatize your ideas. Show them "Dramatically".
12. Throw down a challenge.

D. How to Change People Without Giving Offense:

1. If you must show fault, do so after praise.
2. Criticize mistakes indirectly.
3. Talk about your own mistakes before criticizing others.
4. Ask questions instead of giving orders.
5. Let the other save face.
6. Praise the slightest improvements.
7. Give the other person a fine reputation to live up to.
8. Use encouragement. Make the fault sound easy to correct.

From:
How to Win Friends and Influence People
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