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## HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

### DALE CARNEGIE

Dale Carnegie (1888-1955) was an American author who developed famous courses in public speaking and interpersonal skills. During the 1930s, Carnegie became famous for his radio program and books.

How To Win Friends and Influence People sold more than 10 million copies and became one of the best sellers of its time.

Carnegie lived to teach others how to become successful and has been the inspiration to many successful people over the years.

### SUMMARY:

How to Win Friends and Influence People has 30 principles that a good leader would follow. They include guidelines such as making sure you smile and remembering someone's first name. You can easily add these simple, yet effective hacks into your daily routine and watch your influence on other people grow.



### Part One: How To Handle People:

1. If the other person has done something that you don't approve of, don't complain about it. Find out why they've done it and forgive them.
2. Whether they are friends, employees or family members, tell them how much you appreciate them on a regular basis and why you do.
3. Look at things from the other person's point of view and see how you can get them to do the things you want to. This is not to manipulate them. They must get something out of this as well.

## Part Two: How To Get People To Like You:

1. Become interested in other people. Put yourself out there to do things for them that require time and unselfishness
2. A smile says a thousand words. Wear a genuine smile every time you meet someone.
3. Your name is the most important sound to you. Always remember the other person's first name. This shows you were paying attention and listening to them when you were introduced.
4. Ask the other person questions and make them talk about themselves. Give them your full attention during the conversation.
5. Get the other person to talk about their interests. Not only will they enjoy talking about themselves, but you will also learn a lot about that person.
6. Make people realize, in a subtle way, that you are aware of their importance.

## Part Three: How To Get People To Think The Same As You:

1. Arguing never solves the problem. You may sometimes win the argument, but you will lose the other person's good will. So you will never win.
2. Telling someone "you're wrong" will never get them to agree with you. Listen to their reasons for 'being wrong' and both learn from it.
3. When you personally do something wrong, be honest with yourself, admit it quickly before anyone else does.
4. You can't change someone's mind by forcing them to agree with you. Begin the conversation in a friendly way and subtly lead them to agree.
5. When the other person has already said 'No', it is sometimes impossible to get them to change their mind. Start by treading softly and emphasizing on the points that you agree with. This should help them realize that your only differences are that of method.
6. Let the other person talk for as long as possible. People would rather talk about themselves and their achievements than listen to you.
7. People don't like being told what to do. Instead, you should make them feel as though it was their idea.
8. Find out why the other person thinks and acts the way



they do. This will help to ease tensions if problems should ever occur.

9. Be sympathetic to those who need it. Tell them honestly how you'd feel if you were in the same predicament.
10. People do things because it either a) it sounds good OR b) the real reason. Try to get out of the person the 'real' reason why they've done something and that they aren't given the reason because it sounds better.
11. Make the truth seem more dramatic. Exaggerate in certain areas to make the other person interested in what you're telling them.
12. If you have employees, create a friendly competition in order for them to be excited to do their work. This should make them motivated to do a good job.

## Part Four: How To Change People's Attitudes And Behaviour Without Them Hating You:

1. When you're about to say something negative to someone; whether it be telling your employee that they've failed to do something the correct way, or your spouse has done something you don't agree with, start the conversation by praising their good points. Tell your employee how good they are in certain areas and give them resources in order to become better at something they've failed at.
2. When criticizing after giving praise, we all tend to use the word 'but'. To the other person, this may seem as though the praise was not sincere. In order to change people without causing offense, change the word 'but' to 'and' when you start with their good points. Instead of saying "Michael your face to face sales have gone up by 40% since last year which is amazing. But, your phone etiquette is less than pleasing." Say: "Michael, your face to face sales have gone up by 40% since last year which is amazing. And if you can use that magic when you're selling over the phone, I'm sure you'll be one of the top sellers in this department."
3. Listening to you boss or loved one giving you criticism can be difficult at times. Try giving criticism after you've criticized yourself. You'll find that the other person is more likely to take your opinions on board and act on them if you do this, than if you were to just criticize them on the spot.
4. We don't like being told what to do, and being given orders would make us not want to do that job. Instead of ordering someone around, ask



them questions. Ask them what they think the best way of doing things is, and 9/10 times, you'll find they'll have the same strategy as you, but they'll feel better for coming up with it themselves.

5. Do not criticize people in front of others, this only causes them to become embarrassed and lose respect for you. This works with employees, children, family and friends.
6. Praise every improvement that the other person makes. Whether it's an employee generating more sales than last month, or your child has improved their grades, the more you praise them and the sincerer that praise seems, the more likely the other person is to carry on with the hard work.
7. Give the other person a high reputation to live up to, but make sure it's a reputation that is reachable.
8. Encourage people to correct their faults. Make sure they know that you have faith in their ability to do it and watch them excel.
9. Make the other person happy about doing things you suggest. Make sure they're able to get something in return.

## Key Quotes:

1. "The expression one wears on one's face is far more important than the clothes one wears on one's back." (pg.63)
2. "If you want to know how to make people shun you and laugh at your behind your back and even despise you, here is the recipe: Never listen to anyone for long. Talk incessantly about yourself. If you have an idea while the other person is talking, don't wait for him or her to finish: bust right in and interrupt in the middle of a sentence." (pg. 88)
3. "The sun can make you take off your coat more quickly than the wind; and kindness, the friendly approach and appreciation can make people change their minds more readily than all the bluster and storming in the world." (pg.142)
4. "If you say to yourself, 'How would I feel, how would I react if I were in his shoes?' you will save yourself time and irritation, for 'by becoming interested in the cause, we are less likely to dislike the effect.' And in addition, you will sharply increase your skill in human relationships." (pg.161)



## Key Takeaways:

- Smile
- Don't argue
- Think about things from the other person's point of view
- Listen
- Do things for other people
- Don't order people to do things, suggest things to them
- Make the work interesting and exciting
- Praise other people's work
- Make the other person feel important
- Show genuine interest in others

## The ONE Action To Take:

When you meet someone for the first time, make sure you make an effort to smile when you first say 'Hello'.

We all know first impressions count, so give the other person a good impression by smiling when you meet. See how many new relationships you can build, just by smiling.