

The Key to Influencing Others by Brian Tracy

Do nice things for others. One of the best ways to influence someone is to do something nice for them. I know many successful salespeople who make a habit of taking their prospects out to breakfast or lunch. During the breakfast or lunch, they do not talk about their products or services unless the client brings it up. They merely make small talk, ask questions and listen. They work on building trust, and they work on establishing a friendly relationship. At the end of the breakfast or lunch, they tell the prospect that they will be getting in touch with him sometime in the future with the possibility of talking to him about helping him in some way.

See them as friends and partners. The best salespeople and businesspeople in America today are those who look upon their customers and prospective customers as friends and partners. They always look for ways to help their partners improve their lives in ways that are not directly related to the products or services they sell. They sow seeds, and they reap a harvest. They trigger a desire in people to reciprocate. When the time comes for those salespeople to approach their prospects with the possibility of buying their products or services, the prospects are wide open to the questions and inputs of the salespeople. The prospects have a deep-down desire to reciprocate.

Send thank-you notes. One of the best ways to use this principle in your interactions is to continually look for ways to say and do positive things for people. Look for ways to do kind acts and favors for your friends and prospects. Send thank-you notes. Send birthday cards. Send clippings from newspapers about subjects that you feel may be of interest to them. Always keep your promises, and follow up on your commitments. Always do what you say you will do. Do everything possible to put in, knowing confidently that you will ultimately be able to get out far more. You will reap if you sow.

Be a go-giver rather than a go-getter. Someone has observed that no one ever built a statue to a person to acknowledge what he or she got out of life. Statues are built only to people to acknowledge what they gave. The most powerful, influential and successful people you will ever meet always look for ways to do nice things for others. When you meet someone under almost any circumstance, one of the best questions you can ask is this: "Is there anything that I can do for you?" Always look for ways to put in rather than to take out. The successful man or woman of today is a "go-giver" as well as a go-getter.

Be open and empathetic. The more that people feel that you are open and empathetic and sensitive to their needs and concerns, the more open they will be to your influencing them positively in some way. And the more you can influence others with the power and impact of your personality, the more you will accomplish, and the faster you will accomplish it—the more rapidly you will move toward the great success that you desire and deserve.