25 WAYS
TO WIN WITH PEOPLE

How to make others feel like a million bucks!
This paper brings eight of the most salient and relevant points, from the book titled ‘25 Ways to Win with People - How to Make Others Feel like a Million Bucks’, together into a straightforward guide to improving your sales relationships. Improving your rapport with prospects and clients is not just about being lucky in the people you meet, but actively improving the way that you engage with everyone.

The great relationships that you end up forging won’t stop in business and sales. They spread out and impact every area of your life for the better. People will start to look after you more, just as you are looking after them, and you’ll experience greater success and happiness as a result.

There are 25 chapters in this book, so we felt it best to focus on the ones that stood out most, which have most relevance to sales, marketing and communications today.

On the left, you’ll see some memorable quotes we’ve pulled. These nuggets may help you put each chapter’s learning into action.

**START WITH YOURSELF**

You can begin by starting with yourself. Maxwell and Parrott recommend you decide to become a winner, before you can begin winning with others.

Being a winner comes down to one thing, knowing your value. Knowing and understanding your value can help you be a better person in every area of your life, not just within your work and business relationships. When you have discovered your value, and understand that it is something that was always there and is not going anywhere, it is time to learn to increase that value.

**THE 30 SECOND RULE**

Most people, when meeting new people, immediately search for ways look good. The 30 second rule promotes the opposite of this. The goal is to search for ways to make the other person feel good, so that they remember you. This really creates a positive impact on people. This rule gives people the triple-a treatment, attention, affirmation and appreciation.
GIVE OTHERS A REPUTATION TO UPHOLD

Have a high opinion of others!

A reputation is something people spend their entire lives trying to live up or down. Why not help others up instead of pushing them down? All people possess both value and potential. Research shows that the process of attaining excellences can be cut dramatically when individuals see signs that they are already beginning to achieve a recognizable reputation.

PASS THE CREDIT ON TO OTHERS

Rarely do we get a chance to thank all of the people who help us, especially in a public setting. It will make you feel good to share any success that you might have, but uplifts others to share the credit with them. They know you feel good about your success, so why tell everyone?

Leave your ego at the door. This just shows that you are insecure. Don’t wait; pass on the credit as soon as possible, while everyone’s work is still fresh in their minds. That way, they will know to work just as hard next time, and the rewards will occur again. And the last and most important point: Only give praise if you mean it. You won’t make them feel good; you’ll make them feel schmoozed.

DO FOR OTHERS WHAT THEY CAN’T DO FOR THEMSELVES

People desire to do for others what has been done for them. For example, because they have been helped to do things that they otherwise couldn’t do on their own, they’re inspired to give others a boost. The authors have an abundance mind-set, and never worry about running out; the more they give away, the more they seem to get to give away.

So, they give us a couple of points to follow up on:

Introduce others to people they can’t know on their own. Take others to places where they can’t go on their own. Offer others opportunities they can’t reach on their own. Share ideas with others that they don’t possess on their own.
BE THE FIRST TO HELP

Offering help to others is a key to winning with people. It’s one of the first lessons you’ll pick up in any social psychology class. Choose to make helping others a priority, and make yourself aware of other people’s needs. You can’t meet a need that you don’t know exists! You must also be willing to take risks. Sometimes helping people can get you into trouble, but you shouldn’t let this stop you. And finally, follow through once you begin to help. Offering to help and then not following through is a sure way to lose.

REMEMBER A PERSON’S STORY

Learning a person’s story is a great way to connect with him. Remembering his journey and building on it is the greatest way to develop a strong relationship. You will be able to reconnect with people very quickly if you haven’t seen them in a while. Requesting a person’s story says, “You could be special.” Remembering a person’s story says “you are special.” Reminding a person of his or her story says, “You are special to me.” Repeating a person’s story to others says, “You should be special to them.”

LEARN YOUR MAILMAN’S NAME

We often meet people who tell us, “I can’t remember names.” We might even be one of those people ourselves, but by telling yourself that, you are automatically making that come true. Choosing to see someone’s name as being as valuable as it is, puts more weight on it which will help you to remember, but will also inspire you to put the work in to remembering it. In 1937, the granddaddy of all people-skills books was published, ‘How to Win Friends and Influence People’ by Dale Carnegie. One take away from this book is this: Remember and use a person’s name.

In order to improve your skill with names, we are offered the following suggestions: Recognize the value of a name. Use the SAVE method. And in case of memory failure, try to recall the situation when you last met the person.

SO, IN SUMMARY

This is not a book of tricks. It is a way of embracing positivity and growth which will benefit the reader. It doesn’t have to be read in order. You may breeze through the contents, and pick out a heading that sounds interesting. You could choose to read one a day, and allow it to sink in, and maybe even practice it.

Is this book worth a read? A resounding Yes.