

# 92-tricks of communication-leil lowndes

[Sociology](#), [Communication](#)



**Technique #1 The Flooding Smile** Don't flash an immediate smile when you greet someone, as though anyone who walked into your line of sight would be the beneficiary. Instead, look at the other person's face for a second. Pause. Soak in their persona. Then let a big, warm, responsive smile flood over your face and overflow into your eyes. It will engulf the recipient like a warm wave. The split-second delay convinces people your flooding smile is genuine and only for them.

**Technique #2 Sticky Eyes** Pretend your eyes are glued to your conversation partner's with sticky warm taffy. Don't break eye contact even after he or she has finished speaking. When you must look away, do it ever so slowly, reluctantly, stretching the gooey taffy until the tiny string finally breaks.

**Technique #3 Epoxy Eyes** (दुसराय की बात सुनता सुनता दूसरे साय नज़र मेलना चाँहता है .. तो यह ट्रिक काम की है ) This brazen technique packs a powerful punch. Watch your target person even when someone else is talking. No matter who is speaking, keep looking at the man or woman you want to impact.

**Technique #4 Hang by Your Teeth** (भाईया जी , SMILE ) Visualize a circus iron-jaw bit hanging from the frame of every door you walk through. Take a bite and, with it firmly between your teeth, let it swoop you to the peak of the big top. When you hang by your teeth, every muscle is stretched into perfect posture position.

**Technique #5 The Big-Baby Pivot** Give everyone you meet The Big-Baby Pivot. The instant the two of you are introduced, reward your new acquaintance. Give the warm smile, the total-body turn, and the undivided attention you would give a tiny tyke who crawled up to your feet, turned a precious face up to yours, and beamed a big toothless grin. Pivoting 100

percent toward the new person shouts “ I think you are very, very special. ”

Technique #6 Hello Old Friend ( DOSTANA DUDE )

When meeting someone, imagine he or she is an old friend (an old customer, an old beloved, or someone else you had great affection for). How sad, the vicissitudes of life tore you two asunder. But, holy mackerel, now the party (the meeting, the convention) has reunited you with your long-lost old friend! The joyful experience starts a remarkable chain reaction in your body from the subconscious softening of your eyebrows to the positioning of your toes—and everything between. Technique #7 Limit the Fidget ( KHUJLEE MAT KARNA baat kartay samay) Whenever your conversation really counts, let your nose twitch, your ear tingle, or your foot prickle. Do not fidget, twitch, wiggle, squirm, or scratch. And above all, keep your paws away from your puss. Hand motions near your face and all fidgeting can give your listener the gut feeling you're fidgeting. Technique #8 Hans's Horse Sense ( ghodaya ki tarah bano : P hamesha pehlay Sunoo, socho fir bolo) Make it a habit to get on a dual track while talking. Express yourself, but keep a keen eye on how your listener is reacting to what you're saying. Then plan your moves accordingly. If a horse can do it, so can a human. People will say you pick up on everything. You never miss a trick.

You've got horse sense Technique #9 Watch the Scene Before You Make the Scene ( be lyk RAJNIKAANTH... LOL ) Rehearse being the Super Somebody you want to be ahead of time. SEE yourself walking around with Hang by Your Teeth posture, shaking hands, smiling the Flooding Smile, and making Sticky Eyes. HEAR yourself chatting comfortably with everyone. FEEL the pleasure of knowing you are in peak form and everyone is gravitating toward

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you. VISUALIZE yourself a Super Somebody. Then it all happens automatically. Technique #10 Make a Mood Match ( YO boyz...: P make a mood match bro.. ) Before opening your mouth, take a “ voice sample” of our listener to detect his or her state of mind. Take a “ psychic photograph” of the expression to see if your listener looks buoyant, bored, or blitzed. If you ever want to bring people around to your thoughts, you must match their mood and voice tone, if only for a moment. Technique #11 Prosaic with Passion ( first impression is last impression) Worried about your ? rst words? Fear not, because 80 percent of your listener’s impression has nothing to do with your words anyway. Almost anything you say at ? rst is ? ne. No matter how prosaic the text, an empathetic mood, a positive demeanor, and passionate delivery make you sound exciting.

Technique #12 Always Wear a Whatzit ( CHENDHA KARNA ) Whenever you go to a gathering, wear or carry something unusual to give people who ? nd you the delightful stranger across the crowded room an excuse to approach. “ Excuse me, I couldn’t help but notice your . . . what IS that? ” Technique #13 Whoozat ( for starting a conversation) Whoozat is the most effective, least used (by non- politicians) meeting-people device ever contrived. Simply ask the party giver to make the introduction, or pump for a few facts that you can immediately turn into icebreakers. Technique #14 Eavesdrop In No Whatzit? No host for Whoozat?

No problem! Just sidle up behind the swarm of folks you want to in? l- trate and open your ears. Wait for any ? imsy excuse and jump in with “ Excuse me, I couldn’t help but overhear. . . .” Will they be taken aback?

Momentarily. Will they get over it? Momentarily. Will you be in the conversation? Absolutely! Technique #15 Never the Naked City ( Apnay rehnaay key jagah ko achi jagah say compare karna chahiye ) superficial SAKINAKA ) Whenever someone asks you the inevitable, “ And where are you from? ” never, ever, unfairly challenge their powers of imagination with a one-word answer. Learn some engaging facts about your hometown that conversational partners can comment on. Then, when they say something clever in response to your bait, they think you’re a great conversationalist. Technique #16 Never the Naked Job ( if sum1 ask... what do you do? To koi raapchik word uskaay saath adjective may daalnaay apnaay topic related thok daalnaay ka : P ) When asked the inevitable “ And what do you do,” you may think “ I’m an economist/an educator/an engineer” is giving enough information to engender good conversation. However, to one who is not an economist, educator, or an engineer, you might as well be saying “ I’m a paleontologist/psychoanalyst/pornographer. Flesh it out. Throw out some delicious facts about your job for new acquaintances to munch on. Otherwise, they’ll soon excuse themselves, preferring the snacks back at the cheese tray. Technique #17 Never the Naked Introduction ( batey karna sikhoo logo k saamnaay.. gungay key tarah khaday mat rahoo ) When introducing people, don’t throw out an unbaited hook and stand there grinning like a big clam, leaving the newcomers to ? utter their ? ns and ? sh for a topic. Bait the conversational hook to get them in the swim of things. Then you’re free to stay or ? oat on to the next networking opportunity. Technique #18

Be a Word Detective ( kaaan khullaa raknay ka, aur uski baato say hint lekar TOPIC nikaal na kaa... samja kya ? ) Like a good gumshoe, listen to your conversation partner's every word for clues to his or her preferred topic. The evidence is bound to slip out. Then spring on that subject like a sleuth on to a slip of the tongue. Like Sherlock Holmes, you have the clue to the subject that's hot for the other person. Technique #19 The Swiveling Spotlight When you meet someone, imagine a giant revolving spotlight between you. When you're talking, the spotlight is on you. When the new person is speaking, it's shining on him or her.

If you shine it brightly enough, the stranger will be blinded to the fact that you have hardly said a word about yourself. The longer you keep it shining away from you, the more interesting he or she ? nds you. Technique #20 Parroting Never be left speechless again. Like a parrot, simply repeat the last few words your conversation partner says. That puts the ball right back in his or her court, and then all you need to do is listen. Technique #21 Encore! ( Koi achaa saa kissaa apni yaaado say dusro ko batana aur puchna kya apko yeh pasand aaya , hum firsay baatay ?? ) The sweetest sound a performer can hear welling up out of the applause is “ Encore! Encore! Let's hear it again! ” The sweetest sound your conversation partner can hear from your lips when you're talking with a group of people is “ Tell them about the time you . . . ” Whenever you're at a meeting or party with someone important to you, think of some stories he or she told you. Choose an appropriate one from their repertoire that the crowd will enjoy. Then shine the spotlight by requesting a repeat performance. Technique #22 Ac-cen-tu-ate the Pos-i-tive ( a ache see smile chipkaa daaalnay ka, with +tve ness haan ) When ? rst

meeting someone, lock your closet door and save your skeletons for later. You and your new good friend can invite the skeletons out, have a good laugh, and dance over their bones later in the relationship. But now's the time, as the old song says, to "accentuate the positive and eliminate the negative." Technique #23 The Latest News . . . Don't Leave Home Without It (upto date rahoo... BOLE toh TIP TOP) The last move to make before leaving for the party— even after you've given yourself ? nal approval in the mirror— is to turn on the radio news or scan your newspaper. Anything that happened today is good material. Knowing the big-deal news of the moment is also a defensive move that rescues you from putting your foot in your mouth by asking what everybody's talking about. Foot-in-mouth is not very tasty in public, especially when it's surrounded by egg-on-face. The Right Way to Find Out So how do you ? nd out what someone does for a living? (I thought you'd never ask. ) You simply practice the following eight words. All together now: " How . . . do . . . you . . . spend . . . most . . . of . . . your . . . time? "

Technique #24 What Do You Do—NOT! A sure sign you're a Somebody is the conspicuous absence of the question, " What do you do? " (You determine this, of course, but not with those four dirty words that label you as either a ruthless networker, a social climber, a gold-digging husband or wife hunter, or someone who's never strolled along Easy Street. ) Technique #25 The Nutshell Resume (apna character bhale he acha ho , alag alag log say milta hai apna parichay badalta rahega... lekin woh topic apna original ho...) Just as job-seeking top managers roll a different written resume off their printers for each position they're applying for, let a different true story about your professional life roll off your tongue for each listener. Before responding to "

What do you do? ask yourself, “ What possible interest could this person have in my answer? Could he refer business to me? Buy from me? Hire me? Marry my sister? Become my buddy? ” Wherever you go, pack a nutshell about your own life to work into your communications bag of tricks.

Technique #26 Your Personal Thesaurus ( dude means that u shud use different words of same meaning in A COOL dude way... ) Look up some common words you use every day in the thesaurus. Then, like slipping your feet into a new pair of shoes, slip your tongue into a few new words to see how they ? t. If you like them, start making permanent replacements.

Remember, only ? fty words makes the difference between a rich, creative vocabulary and an average, middle-of-the-road one. Substitute a word a day for two months and you’ll be in the verbally elite. Technique #27 Kill the Quick “ Me, Too! ” ( jaldee mat kehna, mujay bhee but thoda wait karna chaiyay fir thoday tym k baad kehna chaiyay ) Whenever you have something in common with someone, the longer you wait to reveal it, the more moved (and impressed) he or she will be. You emerge as a confident big cat, not a lonely little stray, hungry for quick connection with a stranger.

P. S. : Don’t wait too long to reveal your shared interest or it will seem like you’re being tricky. Technique #28 Comm-YOU-nication ( pehlay aap ) Start every appropriate sentence with you. It immediately grabs your listener’s attention. It gets a more positive response because it pushes the pride button and saves them having to translate it into “ me” terms. When you sprinkle you as liberally as salt and pepper throughout your conversation, your listeners ? nd it an irresistible spice. Technique #29 The Exclusive Smile (use happydent sumtym LOL, issmile usee ko do JO hamay pasand aae ) If



you ? ash everybody the same smile, like a Confed- erate dollar, it loses value.

When meeting groups of people, grace each with a distinct smile. Let your smiles grow out of the beauty big players ? nd in each new face. If one person in a group is more important to you than the others, reserve an especially big, ? ooding smile just for him or her. Technique #30 Don't Touch a Cliche with a Ten-Foot Pole ( koi NOOB jaisa word mat bhakna) Be on guard. Don't use any cliches when chatting with big winners. Don't even touch one with a ten-foot pole. Never? Not even when hell freezes over? Not unless you want to sound dumb as a doorknob. Instead of coughing up a cliché, roll your own clever phrases by using the next technique.

Technique #31 Use Jawsmith's Jive (Rhymin words but u Gotta be cool and only U ) Whether you're standing behind a podium facing thousands or behind the barbecue grill facing yourfamily, you'll move, amuse, and motivate with the same skills. Read speakers' books to cull quotations, pull pearls of wisdom, and get gems to tickle their funny bones. Find a few bon mots to let casually slide off your tongue on chosen occasions. If you want to be notable, dream up a crazy quotable. Make 'em rhyme, make 'em clever, or make 'em funny. Above all, make 'em relevant. Technique #32 Call a Spade a Spade ( bade log ko bade key tarah he maana chaiyay.. Don't hide behind euphemisms. Call a spade a spade. That doesn't mean big cats use tasteless four-letter words when perfectly decent ? ve- and six-letter ones exist. They've simply learned the King's English, and they speak it. Here's another way to tell the big players from the little ones just by listening to a

few minutes of their conversation. Technique #33 Trash the Teasing ( kabhe bhe group talk may paiso so related Kisee aadmi par topic ya joke nahe karna chaiyay ) A dead giveaway of a little cat is his or her proclivity to tease. An innocent joke at someone else's expense may get you a cheap laugh. Nevertheless, the big cats will ave the last one. Because you'll bang your head against the glass ceiling they construct to keep little cats from stepping on their paws. Never, ever, make a joke at anyone else's expense. You'll wind up paying for it, dearly. Technique #34 It's the Receiver's Ball ( bad news ko smile, a relaxd whali breath k saath yaa thoda udaaseen ho expression kum he dikha kar batana chaiyay) A football player wouldn't last two beats of the time clock if he made blind passes. A pro throws the ball with the receiver always in mind. Before throwing out any news, keep your receiver in mind. Then deliver it with a smile, a sigh, or a sob. Not ccording to how you feel about the news, but how the receiver will take it. Technique #35 The Broken Record (Pagaal ko log ko PAGAL banaanay ka ek he tarekaa, unchaahе baat puchnay par ek he baat ka REPETITION key jiyay) Whenever someone persists in questioning you on an unwelcome subject, simply repeat your original response. Use precisely the same words in precisely the same tone of voice. Hearing it again usually quiets them down. If your rude interrogator hangs on like a leech, your next repetition never fails to ? ick them off. Technique #36 Big Shots Don't Slobber (fattu log key tarah mat khaday rayna...TAREEF jaldee say na karna.. alkee yeh kehna aap nay ... yeh sab kia mujay essay khushii mile DHANYAWAAD) .. People who are VIPs in their own right don't slobber over celebrities. When you are chatting with one, don't compliment her work, simply say how much pleasure or insight

it's given you. If you do single out any one of the star's accomplishments, make sure it's a recent one, not a memory that's getting yellow in her scrapbook. If the queen bee has a drone sitting with her, find a way to involve him in the conversation. Technique #37 Never the Naked Thank You (thankU ko dilsay badachadakar bolo) Never let the phrase "thank you" stand alone. From A to Z, always follow it with for: from "Thank you for asking" to "Thank you for zipping me up." Technique #38 Scramble Therapy (do sumthin CRAZY bro...) Once a month, scramble your life. Do something you'd never dream of doing. Participate in a sport, go to an exhibition, hear a lecture on something totally out of your experience. You get 80 percent of the right lingo and insider questions from just one exposure. If you take a piece of blue litmus paper and dip it in a huge vat of acid, the tip turns pink. If you take another blue litmus paper and dip it into just one minuscule drop of acid on a glass slide, the tip turns just as pink.

Compare this to participating in an activity just one time. A sampling gives you 80 percent of the conversational value. You learn the insider's questions to ask. You start using the right terms. You'll never be at a loss again when the subject of extracurricular interests comes up—which it always does. Technique #39 Learn a Little Jobbledygook (dude u gotta show interest in their lyf interest abt things which they lyk) Big winners speak Jobbledygook as a second language. What is Jobbledygook? It's the language of other professions. Why speak it? It makes you sound like an insider. How do you learn it? You'll find no Jobbledygook cassettes in the language section of your bookstore, but the lingo is easy to pick up. Simply ask a friend who speaks the lingo of the crowd you'll be with to teach you a few opening

questions. The words are few and the rewards are manifold. Technique #40 Baring Their Hot Button (PEOPLE k characters and status ko dekhkar achay saawal pucho wid'out TENSION) Before jumping blindly into a bevy of bookbinders or a drove of dentists, find out what the hot issues are in their fields. Every industry has burning concerns the outside world knows little about. Ask your informant to bare the industry buzz.

Then, to heat the conversation up, push those buttons. Technique #41 Read Their Rags ( uska man pasand hobby dekho... uskay bare may jaankar eekata karoo) Is your next big client a golfer, runner, swimmer, surfer, or skier? Are you attending a social function filled with accountants or Zen Buddhists—or anything in between? There are untold thousands of monthly magazines serving every imaginable interest. You can dish up more information than you'll ever need to sound like an insider with anyone just by reading the rags that serve their racket. (Have you read your latest copy of Zoonooz yet? ) Technique #42

Clear “ Customs” Before putting one toe on foreign soil, get a book on dos and taboos around the world. Before you shake hands, give a gift, make gestures, or even compliment anyone's possessions, check it out. Your gaffe could gum up your entire gig. Technique #43 Bluffing for Bargains ( dude u wanna know the thing , whaz it ? then buy it) PUCHtaach karo The haggling skills used in ancient Arab markets are alive and well in contemporary America for big-ticket items. Your price is much lower when you know how to deal. Before every big purchase, find several vendors—a few to learn from and one to buy from. Armed with a few words of industryese, you're ready to

head for the store where you're going to buy. Technique #44 Be a Copyclass Watch people. Look at the way they move. Small movements? Big movements? Fast? Slow? Jerky? Fluid? Old? Young? Classy? Trashy? Pretend the person you are talking to is your danc instructor. Is he a jazzy mover? Is she a balletic mover? Watch his or her body, and then imitate the style of movement. That makes your conversation partner subliminally real comfy with you. Technique #45 Echoing Echoing is a simple linguistic technique that packs a powerful wallop. Listen to the speaker's arbitrary choice f nouns, verbs, prepositions, adjectives—and echo them back. Hearing their words come out of your mouth creates subliminal rapport. It makes them feel you share their values, their attitudes, their interests, their experiences. Technique #46 Potent Imaging Does your customer have a garden? Talk about “ sowing the seeds for success. ” Does your boss own a boat? Tell him or her about a concept that will “ hold water” or “ stay a? oat. ” Maybe he is a private pilot? Talk about a concept really “ taking off. ” She plays tennis? Tell her it really hits the “ sweet spot. ” Evoke your listener's interests or lifestyle and weave images around it.

To give your points more power and punch, use analogies from your listener's world, not your own. Potent Imaging also tells your listeners you think like them and hints you share their interests. Technique #47 Employ Empathizers Don't be an unconscious ummer. Vocalize complete sentences to show your understanding. Dust your dialogue with phrases like “ I see what you mean. ” Sprinkle it with sentimental sparklers like “ That's a lovely thing to say. ” Your empathy impresses your listeners and encourages them

to continue. Technique #48 Anatomically Correct Empathizers What part of their anatomy are your associates talking through? Their eyes?

Their ears? Their gut? For visual people, use visual empathizers to make them think you see the world the way they do. For auditory folks, use auditory empathizers to make them think you hear them loud and clear. For kinesthetic types, use kinesthetic empathizers to make them think you feel the same way they do. #49 How to Make 'Em Think We (Instead of You vs. Me )

1. Level One: Cliches Two strangers talking together primarily toss cliches back and forth. For instance, when chatting about the universally agreed-upon world's dullest subject—the weather—one stranger might say to the other, “ Beautiful sunny weather we've been having. Or, “ Boy, some rain, huh? ” That's level one, cliches.
2. Level Two: Facts People who know each other but are just acquaintances often discuss facts. “ You know, Joe, we've had twice as many sunny days this year to date as last. ” Or, “ Yeah, well, we finally decided to put in a swimming pool to beat the heat. ”
3. Level Three: Feelings and Personal Questions When people become friends, they often express their feelings to each other, even on subjects as dull as the weather. “ George, I just love these sunny days. ” They also ask each other personal questions: “ How about you, Betty? Are you a sun person? ”
4. Level Four: We Statements

Now we progress to the highest level of intimacy. This level is richer than facts and creates more rapport than feelings. It's we and us statements. Friends discussing the weather might say, “ If we keep having this good weather, it'll be a great summer. ” Lovers might say, “ I hope this good

weather keeps up for us so we can go swimming on our trip. ” A technique to achieve the ultimate verbal intimacy grows out of this phenomenon. Simply use the word we prematurely. You can use it to make a client, a prospect, a stranger feel you are already friends. Use it to make a potential romantic partner feel the two of you are already an item.

I call it the “ Premature We. ” In casual conversation, simply cut through levels one and two. Jump straight to three and four. Chemistry, charisma, and confidence are three characteristics shared by big winners in all walks of life. Part One helped us make a dynamic, confident, and charismatic first impression with body language. In Part Two, we put smooth small-talk lyrics to our body ballet. Then in Part Three, we seized hints from the big boys and big girls so we’re contenders for life’s big league. Part Four rescued us from being tongue-tied with folks with whom we have very little in common.

And in Part Five, we learned techniques to create instant chemistry, instant intimacy, instant rapport. Mind boggling, isn’t it? Sociologists’ research shows: 1) a compliment from a new person is more potent than from someone you already know, 2) your compliment has more credibility when given to an unattractive person or an attractive person whose face you’ve never seen, 3) you are taken more seriously if you preface your comments by some self-effacing remark—but only if your listener perceives you as higher on the totem pole. If you’re lower, your self-effacing remark reduces your credibility.

Complicated, this complimenting stuff. Technique #51 Grapevine Glory A compliment one hears is never as exciting as the one he overhears. A

priceless way to praise is not by telephone, not by telegraph, but by tell-a-friend. This way you escape possible suspicion that you are an apple-polishing, bootlicking, egg-sucking, back-scratching sycophant trying to win brownie points. You also leave recipients with the happy fantasy that you are telling the whole world about their greatness. Technique #52 Carrier Pigeon Kudos People immediately grow a beak and metamorphosize themselves into carrier pigeons when there's bad news. It's called gossip. ) Instead, become a carrier of good news and kudos. Whenever you hear something complimentary about someone, ? y to them with the compliment. Your fans may not posthumously stuff you and put you on display in a museum like Stumpy Joe. But everyone loves the carrier pigeon of kind thoughts. Carry More Cargo than Compliments Another way to warm hearts and win friends is to become a car-rier pigeon of news items that might interest the recipient. Call, mail, or E-mail people with information they might ? nd interesting. Technique #53 Implied Magnificence Throw a few comments into your conversation that resuppose something positive about the person you're talking with. But be careful. Don't blow it like the well-intentioned maintenance man. Or the southern boy who, at the prom, thought he was ? attering his date when he told her, " Gosh, Mary Lou, for a fat gal you dance real good. " Technique #54 Accidental Adulation Become an undercover complimenter. Stealthily sneak praise into the parenthetical part of your sentence. Just don't try to quiz anyone later on your main point. The joyful jolt of your accidental adulation strikes them temporarily deaf to anything that follows. Technique #55 Killer Compliment



Whenever you are talking with a stranger you'd like to make part of your professional or personal future, search for one attractive, specific, and unique quality he or she has. At the end of the conversation, look the individual right in the eye. Say his or her name and proceed to curl all ten toes with the Killer Compliment. Rule #1: Deliver your Killer Compliment to the recipient in private. If you are standing with a group of four or five people and you praise one woman for being great, every other woman feels like a barrel of lard. If you tell one man he has wonderful carriage, every other feels like a hunchback.

You also make the blushing recipient uncomfortable. Rule #2: Make your Killer Compliment credible. For example, I'm tone-deaf. If I'm forced to sing even a simple song like "Happy Birthday," I sound like a sick pig. If anyone in earshot were foolish enough to tell me they liked my voice, I'd know it was hogwash. Rule #3: Confer only one Killer Compliment per half year on each recipient. Otherwise you come across as insincere, groveling, obsequious, pandering, and a thoroughly manipulative person. Not cool. With careful aim, the Killer Compliment captures everyone. It works best, however, when you use it judiciously on new acquaintances. If you want to praise friends every day, employ the next technique. Technique #56 Little Strokes Don't make your colleagues, your friends, your loved ones look at you and silently say, "Haven't I been pretty good today?" Let them know how much you appreciate them by caressing them with verbal Little Strokes like "Nice job!" "Well done!" "Cool!" Technique #57 The Knee-Jerk "Wow!" Quick as a blink, you must praise people the moment they accomplish a feat. In a wink, like a knee-jerk reaction say, "You were terrific!" Don't worry that they won't

believe you. The euphoria of the moment has a strangely numbing effect on the achiever's objective judgment. Technique #58 Boomeranging Just as a boomerang ? ies right back to the thrower, let compliments boomerang right back to the giver. Like the French, quickly murmur something that expresses " That's very kind of you. " Technique #59 The Tombstone Game Ask the important people in your life what they would like engraved on their tombstone. Chisel it into your memory but don't mention it again. Then, when the moment is right to say " I appreciate you" or " I love you," ? ll the blanks with the very words they gave you weeks earlier. You take people's breath away when you feed their deepest self-image to them in a compliment. " At last," they say to themselves, " someone who loves me for who I truly am. " Technique #60 Talking Gestures Think of yourself as the star of a personal radio drama every time you pick up the phone. If you want to come across as engaging as you are, you must turn your smiles into sound, your nods into noise, and all your gestures into something your listener can hear. You must replace your gestures with talk. Then punch up the whole act 30 percent! Technique #61 Name Shower People perk up when they hear their own name. Use it more often on the phone than you would in person to keep their attention. Your caller's name re-creates the eye contact, the caress, you might give in person. Saying someone's name repeatedly when face-to-face sounds pandering. But because there is physical distance between you on the phone—sometimes you're a continent apart—you can spray your conversation with it. Technique #62 " Oh Wow, It's You! " Don't answer the phone with an " I'm just sooo happy all the time" attitude. Answer warmly, crisply, and professionally. Then, after you hear who is calling, let a huge

smile of happiness engulf your entire face and spill over into your voice. You make your caller feel as though your giant warm fuzzy smile is reserved for him or her.

**Technique #63 The Sneaky Screen** If you must screen your calls, instruct your staff to first say cheerfully, “ Oh yes, I’ll put you right through. May I tell her who’s calling? ” If the party has already identified himself, it’s “ Oh of course, Mr. Whoozit. I’ll put you right through. ” When the secretary comes back with the bad news that Mr. or Ms. Bigwig is unavailable, callers don’t take it personally and never feel screened. They fall for it every time, just like I did.

**Technique #64 Salute the Spouse** Whenever you are calling someone’s home, always identify and greet the person who answers. Whenever you call someone’s office more than once or twice, make friends with the secretary. Anybody who is close enough to answer the phone is close enough to sway the VIP’s opinion of you.

**Technique #65 What Color Is Your Time?** No matter how urgent you think your call, always begin by asking the person about timing. Either use the What Color Is Your Time? device or simply ask, “ Is this a convenient time for you to talk? ” When you ask about timing first, you’ll never smash your footprints right in the middle of your telephone partner’s sands of time. You’ll never get a “ No! just because your timing wasn’t right.

**How to Impress Everyone with Your Outgoing Voicemail Message** And here’s the secret: to give the impression you are really on top of your business, change your message every day. Studies show that callers perceive people to be brighter and more efficient when they hear an updated message each time they call. If appropriate, let callers know where you are and when you intend to be back. If you have customers who need to be attended to, this is crucial.

**Technique #66 Constantly Changing Outgoing**

Message If you want to be perceived as conscientious and reliable, leave a short, professional, and friendly greeting as your outgoing message.

Nomusic. No jokes. No inspirational messages. No boasts, bells, or whistles.

And here's the secret: change it every day. Your message doesn't have to be flawless. A little cough or stammer gives a lovely unpretentious reality to your message  
 Technique #67 Your Ten-Second Audition ( just keep in suspense.... ) While dialing, clear your throat. If an answering machine picks up, pretend the beep is a big Broadway producer saying " Nexxt. " Now you're on. This is Your Ten-Second Audition to prove you are worthy of a quick callback.

Technique #68 The Ho-Hum Caper Instead of using your party's name, casually let the pronoun he or she roll off your tongue. Forget " Uh, may I speak to Ms. Bigshot please? " Just announce, " Hi, Bob Smith here, is she in? " Tossing the familiar she off your tongue signals to the secretary that you and her boss are old buddies.  
 Technique #69 " I Hear Your Other Line"(I can hear U other lyn...kuch kaam hai apko ussay..? When you hear a phone in the background, stop speaking—in midsentence, if necessary—and say " I hear your other line," (or your dog barking, your baby crying, your spouse calling you). Ask whether she has to attend to it. Whether she does or not, she'll know you're a top communicator for asking.  
 Technique #70 Instant Replay Record all your business conversations and listen to them again. The second or third time, you pick up on significant subtleties you missed the first time. It's like football fans who often don't know if there was a fumble until they see it all over again in Instant Replay. Use the Six-Point Party Checklist—the Who? When? Why? Where? What? and How? of a party—as

your general game plan. Now let's get down to specifics. Technique #71 Munching or Mingling Politicians want to be eyeball to eyeball and belly to belly with their constituents. Like any big winner well versed in the science of proxemics and spatial relationships, they know any object except their belt buckle has the effect of a brick wall between two people. Therefore they never hold food or drink at a party. Come to munch or come to mingle. But do not expect to do both. Like a good politician, chow down before you come. Technique #72 Rubberneck the Room When you arrive at the gathering, stop dramatically in the doorway. Then s-l-o-w-l-y survey the situation. Let your eyes travel back and forth like a SWAT team ready in a heartbeat to wipe out anything that moves.

Technique #73 Be the Chooser, Not the Chosen (baagha key tarah khaday mat raho.. jo bakra pasand aaya usko manaao) The lifelong friend, the love of your life, or the business contact who will transform your future may not be at the party. However, someday, somewhere, he or she will be. Make every party a rehearsal for the big event. Do not stand around waiting for the moment when that special person approaches you. You make it happen by exploring every face in the room. No more "ships passing in the night." Capture whatever or whomever you want in your life. Technique #75 Tracking Like an air-traffic controller, track the tiniest details of your conversation partners' lives. Refer to them in your conversation like a major news story. It creates a powerful sense of intimacy. When you invoke the last major or minor event in anyone's life, it confirms the deep conviction that he or she is an old-style hero around whom the world revolves. And people love you for recognizing their stardom. Technique #76 The Business

Card Dossier Right after you've talked to someone at a party, take out your pen. On the back of his or her business card write notes to remind you of the conversation: his favorite restaurant, sport, movie, or drink; whom she admires, where she grew up, a high school honor; or maybe a joke he told. In your next communication, toss off a reference to the favorite restaurant, sport, movie, drink, hometown, high school honor. Or relive the laugh over the great joke. Like a sales pro, ask yourself, "How can I change the subject to turn this person on?"

Technique #77 Eyeball Selling The human body is a twenty-four-hour broadcasting station that transmits "You thrill me." "You bore me." "I love that aspect of your product." "That one puts my feet to sleep." Set the hidden cameras behind your eyeballs to pick up on all your customers' and friends' signals.

Then plan your pitch and your pace accordingly.

Technique #78 See No Bloopers, Hear No Bloopers Cool communicators allow their friends, associates, acquaintances, and loved ones the pleasurable myth of being above commonplace bloopers and embarrassing biological functions. They simply don't notice their comrades' minor spills, slips, fumbles, and faux pas. They obviously ignore raspberries and all other signs of human frailty in their fellow mortals. Big winners never gape at another's gaffes.

Technique #79 Lend a Helping Tongue Whenever someone's story is aborted, let the interruption play itself out.

Give everyone time to dote on the little darling, give their dinner order, or pick up the jagged pieces of china. Then, when the group reassembles, simply say to the person who suffered story-interruptus, "Now please get

back to your story. ” Or better yet, remember where they were and then ask, “ So what happened after the . . . ” (and ? ll in the last few words). When asking someone for a favor, let them know how mu t means to you. You come across as a straight shooter, and the joy of helping you out is often reward enough. Don’t deny them th leasure! Technique #80 Bare the Buried WIIFM (and WIIFY)

Whenever you suggest a meeting or ask a favor, divulge the respective bene? ts. Reveal what’s in it for you and what’s in it for the other person—even if it’s zip. If any hidden agenda comes up later, you get labeled a sly fox. Technique #81 Let ’Em Savor the Favor Whenever a friend agrees to a favor, allow your generous buddy time to relish the joy of his or her bene? cence before you make them pay the piper. How long? At least twenty-four hours. Technique #82 Tit for (Wait . . . Wait) Tat When you do someone a favor and it’s obvious that “ he owes you one,” wait a suitable amount of time before asking him to “ pay. Let him enjoy the fact (or ? ction) that you did it out offriendship. Don’t call in your tit for their tat too swiftly(fastly).

Technique #83 Parties Are for Pratter There are three sacred safe havens in the human jungle where even the toughest tiger knows he must not attack. The ? rst of these is parties. Parties are for pleasantries and good fellowship, not for confrontations. Big players, even when standing next to their enemies at the buffet table, smile and nod. They leave tough talk for tougher settings. Technique #84 Dinner’s for Dining The most guarded safe haven respected by big winners is the dining table.

Breaking bread together is a time when they bring up no unpleasant matters. While eating, they know it's OK to brainstorm and discuss the positive side of the business: their dreams, their desires, their designs. They can free associate and come up with new ideas. But no tough business.

Technique #85 Chance Encounters Are for Chitchat If you're selling, negotiating, or in any sensitive communication with someone, do NOT capitalize on a chance meeting. Keep the melody of your mistaken meeting sweet and light. Otherwise, it could turn into your swan song with Big Winner. Technique #86 Empty Their Tanks

If you need information, let people have their entire say first. Wait patiently until their needle is on empty and the last drop drips out and splashes on the cement. It's the only way to be sure their tank is empty enough of their own inner noise to start receiving your ideas. Technique #87 Echo the Emo Facts speak. Emotions shout. Whenever you need facts from people about an emotional situation, let them emote. Hear their facts but empathize like mad with their emotions. Smearing on the emo is often the only way to calm their emotional storm. Technique #88 My Goof, Your Gain Whenever you make a boner, make sure your victim knows. It's not enough to correct your mistake. Ask yourself, "What could I do for this suffering soul so he or she will be delighted I made the boob?" Then do it, fast! In that way, your goof will become your gain. Technique #89 Leave an Escape Hatch Whenever you catch someone lying, flouting, exaggerating, distorting, or deceiving, don't confront the dirty duck directly. Unless it is your responsibility to catch or correct the culprit—or unless you are saving other innocent victims by doing



so—let the transgressor out of your trap with his tricky puss in one piece.

Then resolve never to gaze upon it again. Technique #90

Buttercups for Their Boss ( makhhan maarkay) Do you have a store clerk, accountant, law ? rm junior partner, tailor, auto mechanic, maitre d', massage therapist, kid'steacher—or any other worker you want special attention from in the future? The sure? re way to make them care enough to give you their very best is send a buttercup to their boss. Technique #91

Lead the Listeners No matter how prominent the big cat behind the podium is, crouched inside is a little scaredy-cat who is anxious about the crowd's acceptance. Big winners recognize you're a fellow big winner when they see you leading their listeners in a positive eaction. Be the ? rst to applaud or publicly commend the man or woman you agree with (or want favors from).

Big winners—before putting pen to paper, ? ngers to key- board, mouth to phone, or hand to someone else's to shake it— do a quick calculation. They ask themselves “ Who has the most to bene? t from this relationship? What has each of us done recently that demands deference from the other? ” And what can I do to even the score? Remember, repeating an action makes a habit. Your habits create your character. And your character is your destiny.

May success be your destiny. Cheer UP bro.... :-D \*\*\*\*\*