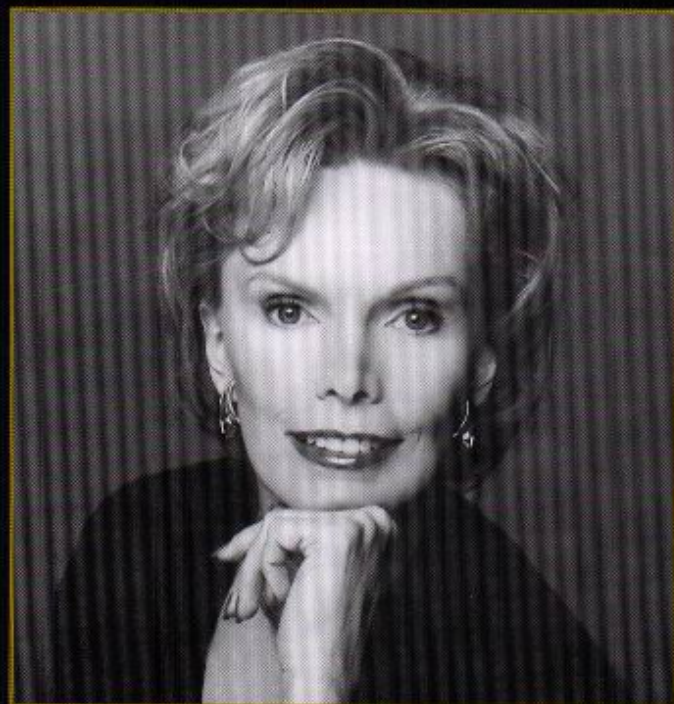




CONVERSATION
CONFIDENCE



Secrets to Fearless Conversation

verbalAdvantage®

CONVERSATION CONFIDENCE

with Leil Lowndes

TAPE 1A: HOW TO MAKE AN UNFORGETTABLE FIRST IMPRESSION

Introduces the series and gives you 2 techniques you can start using immediately to create a dynamic first impression in the first minute or less. The first is a *nonverbal* technique which makes you come across as a confident, friendly and outgoing person. The other is a *verbal* device which creates a feeling of instant rapport with your conversational partner.

TAPE 1B: HOW TO CAPTIVATE ANYONE, ANYTIME, ANYPLACE

Presents three techniques you can use on new acquaintances and friends alike to dazzle them with your friendliness and sincerity. Includes an 8-point checklist to use while conversing with everybody to make them feel that they (and therefore you) are a very special person.

TAPE 2A: THE SECRET OF SMALL TALK

discover the secrets of making charismatic conversation with new acquaintances, and why the first words out of your mouth are crucial. Includes a 4-point *Small Talk Checklist* to make sure you are on target with your opening words. Then learn the *Secret of Small Talk* to keep all your small talk appropriate and engrossing.

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Arms you with two techniques to make stimulating conversation in any group of people no matter how little you have in common. The first gives you methods when you know in advance what type of people you'll be talking to. The other is for when you "go in cold" and need to talk intelligently with a diverse 'group of strangers.

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Introduces a unique approach to listening. Brings the difficult task of absorbing the speaker's messages to life and makes it fun. You'll learn to pick up every subtlety by listening like a *translator* listens, a *dancer* listens, a *film maker* listens, a *psychiatrist* listens, ...and finally like a *lover* listens. With the *4-Point Listening Checklist*, you then uncover their hidden messages and learn to give responses aimed right at their heart.

TAPE 4A: HOW TO WORK A PARTY LIKE A POLITICIAN WORKS A ROOM

Gives you the 6 questions politicians and serious socializers ask themselves before going to a party. Learn how to meet the people you want, and then how to gracefully get into and out of conversations with them. Practice the technique to present yourself as a fascinating person when they ask you, "And what do you do?" Discover the one item you should wear to *every* party, and learn the best way to follow up on the important people you meet.

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TAPE 5A: REACH OUT AND TOUCH EVERYBODY .. BY PHONE

Become a master phone communicator through these 10 topnotch telephone techniques. Learn how to show more personality on the phone and make everyone you call feel special. You'll learn ways to keep people absorbed in your phone conversations, and how subtle changes in the words you use make a big difference. You'll also learn what kind of voice mail messages to leave to make people perceive you as more intelligent and call you back.

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Discern how you sound to your listeners and how to regulate the speed and tone of your voice. Discover image consultants' techniques to put passion in your conversation, and professional speakers' techniques such as using dramatic silences, collecting rich phrases and humor to entertain your listeners... and much more. Finally, learn actors' techniques to be completely relaxed when giving presentations to groups of people.

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Elevate praise to an art form and win many friends. Master the *Killer Compliment*, the *Little Strokes Compliment*, the *Implied Compliment*, the *Grapevine Compliment*, the *Carrier Pigeon Compliment*, the *Bulls Eye Compliment*, the *Knee Jerk Compliment*, and the *Racking Compliment*. You'll also discover the *Boomerang Technique* to make other people want to compliment you!

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Learn the predictable patterns of tough cookies' annoying behavior, and how to chew them up so they don't even feel bitten. Here are step-by-step methods for dealing with *negativists*, *constant talkers*, the *super-agreeable people* who always let you down, *hostile aggressive bullies*, and *snipers*. Finally learn the magic catchall sentence that turns the worst of them around.

TAPE 7A: DIFFERENT STROKES FOR DIFFERENT FOLKS AND DIFFERENT GENDERS

Throughout history, philosophers and psychiatrists have divided people into four basic personality types. In this tape you learn how to determine your basic personality type. (Are you a box, a circle, a triangle or a squiggle?) Then you learn how to relate to the other boxes, circles, triangles and squiggles of the world. To further clarify our complicated communications conundrum, you'll examine differences in talking to men and talking to women.

TAPE 7B: HOW TO PLAY CONVERSATIONAL HARDBALL... AND WIN

Master *The Converter*, a powerful 5-step tool to persuade, sell, negotiate... and to win! Learn a foolproof pattern to sequence your concepts so you get your important ideas across. Then how to tailor your points depending on who you're talking to. Discover ways to make your message hit home with real stories from your own life.

TAPE 8A: ADVANCED RAPPORT ESTABLISHING TECHNIQUES

Explores 7 subliminal rapport-establishing techniques. Learn how to emulate and capitalize on your conversational partners' background and experiences, clone their perceptions, and then create analogies and similes from their world. This tape gives you an advanced telephone technique for both deep rapport and crystal clear comprehension. Finally, here is a method for winning your conversational partners' hearts *by doing their thinking for them!*

TAPE 8B: HOW TO TALK WITH TIGERS AND NOT GET EATEN A_LIVE

This tape takes conversation to its highest level. It gives you sophisticated communication techniques which can mean the difference between staying on _ or toppling off the top rung of the social or corporate ladder. You'll learn advanced concepts like providing a *Safe Haven* for high level contacts, and always *Knowing the Score* in any relationship.

The course ends on a lighter note with *The Ten Common Phrases you should never ever say in everyday conversation!*

CONVERSATION CONFIDENCE WORKBOOK

Leil Lowndes

TAPE 1A: HOW TO MAKE AN UNFORGETTABLE FIRST IMPRESSION

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The Carnegie Institute of Technology study revealed that in all fields:

- ___% of financial success in life is due to professional knowledge.
- ___% of financial success in life is due to good communications skills.

Rank, in order, (#1 through #6) the top skills employers most consider when hiring:

- ___ Previous work experience
- ___ Recommendations from previous employers
- ___ Good communication skills
- ___ Professional Training
- ___ Number of years of schooling
- ___ A good attitude

The first impression you make on a new acquaintance

20%
What you say

30%
The sound of your voice

50%
Your body language, your expressions,
and how you move

NON-VERBAL TECHNIQUE: THE HELLO OLD FRIEND TECHNIQUE

To make a dynamic impression, and transform your body into that of an open, warm and friendly person without even thinking about it, imagine your n

a _____ is an o _ _ f _____.

VERBAL TECHNIQUE: ECHOING

To give your conversational partner the feeling that you like their "family,"

use their arbitrary c _____ of w _____

TAPE 1B: HOW TO CAPTIVATE ANYONE, ANYTIME, ANYPLACE

Presents 3 techniques you can use on new acquaintances and friends alike to dazzle them with your friendliness and sincerity. Includes an 8_point checklist to use while conversing with everybody to make them feel that they (and therefore you) are a very special person.

Technique #1: YOUR PERSONALITY SOFTENER

To seem captivated by your conversational partner, use this 8-point checklist which transforms your body into that of a warm and friendly person.

S is for _____

While you are looking at someone, keep your eyes on theirs with an occasional glance at their most attractive facial feature.

O is for _____

When you stand in this position at a party, people will instinctively gravitate toward you.

F is for _____

When you take this body position, you reassure your CP (Conversational Partner) that you genuinely like them.

T is for _____

In a new relationship, women can use this technique more often than men. However as a relationship progresses, men should do it more!

E is for _____

If you *don't* practice this technique, it will give your CP the subliminal message that you are bored with them.

N is for _____

This does not necessarily mean "I agree with you." But it does mean, "I understand."

E is for _____

Without this attribute, people will be bored with you no matter what you're talking about.

R is for _____

You can give your CP the subliminal feeling that you are attracted to them by playing with this technique.

NOTE: ALL of the above warm and friendly body language signals happen automatically when you use the *Hello Old Friend* technique.

Technique #2: THE FLOODING SMILE

To make everyone feel your smile is genuine and especially for them, don't smile too quickly. Look at them for a few seconds. Drink them in through your eyes. And then let a sincere, warm, smile of appreciation flood over your face. And remember, the sincere smile involves your whole face, even your eyes.

Technique #3: THE STICKY EYES TECHNIQUE

The time difference between tearing our eyes away from someone we love and looking away from a bore is a fraction of a second but it signifies "rejection" or "acceptance." To give your CP the impression that you are captivated by what they are saying, let your eyes linger a fraction of a second longer on them before looking away.

Technique #4: THE VISUAL VOYAGE TECHNIQUE

To give your CP the impression that you enjoy looking at them, take a visual voyage all over their face while they are talking, concentrating mostly on their eyes. Often this makes us avoid looking directly at someone.

Technique #5: THE SNORE TECHNIQUE

To make even boring people feel you find them interesting, use this beastly little trick. Think, "WASOR" a sentence this person is!" And then check your body for the S, the N, the O, the R and the E from the acronym above. And, believe it or not, even you will begin to enjoy the conversation!

Name three people you will intend to use YOUR PERSONALITY SOFTENER on:

Friend:

Family member:

Co-Worker:

After you use this technique on them, record their reactions. Did you notice how their response to you was more friendly than usual?

Now, try the SOFTENER technique on the next person you meet and record their reactions to you:

TAPE 2A: THE SECRET OF SMALL TALK

Discover the secrets of making charismatic conversation with new acquaintances, and why the first words out of your mouth are crucial. Includes a 4-point Small Talk *Checklist* to make sure you are on target with your opening words. Then learn the *Secret of Small Talk* to keep all your small talk appropriate and engrossing.

Some important points on small talk to remember

The secret of small talk is: It should be _____

The most important factor to consider in making is small talk is the s _____ of what you are saying.

Like in music, in small talk, the r _____ the m _____ and the f _____ are more important than your words.

Whenever first meeting someone, let your s _____ and your b _____
L _____ carry the day.

Concerning your first words, have the courage of your own t _____

Technique #1: THE COMM_YOU_NICATION TECHNIQUE

Try to start as many sentences as you can with the magic little three-letter word,

Technique #2: THE RESIST THE "QUICK_ME_TOO" TECHNIQUE

Whenever you hear that you have something in common with your conversational partner, the longer you wait to reveal it, the more i _____ he or she will be.

THE SMALL TALK CHECKLIST Your very first words should be...

1) N _____ and not t _____

When talking with a stranger, make sure that your first words reveal everything you want from that person.

2) R _____ to s _____

Try to make your first words relate to what is going on at the moment.

3) P _____, C _____, or E _____.

If you say anything unpleasant or disagree too early in your conversation with a new acquaintance, that is 100% of their impression of your total personality.

4) E _____ to a _____ w _____

In your first conversation with a new acquaintance, agreement on small points often subliminally determines whether the conversation will continue or not

There are two kinds of people in this life. Those who walk into a room and say

"Well, _____!" And those who walk in and say,

"Ah, _____!" You want to be one of the latter.

TAPE 2B: TRANSITION FROM SMALL TALK TO DEEPER TALK

Here are 6 techniques to shift from small talk into communication which is more engrossing and profound. Includes a linguistic trick to revive a conversation that is petering out, and another to uncover your conversational partners' hot buttons. Then learn a dozen rapport establishing phrases, and discover 2 unique methods of making a new acquaintance subconsciously feel like you are an old friend.

Technique #1: CHERRY PICKING

To make the conversation more interesting for your conversational partner, and to slide out of small talk, adjust the *cherry picker* in your ear. Listen for any a _____, any d _____, any d _____, or any mention of another p _____, t _____ or p _____

Technique #2: EMPLOY EMPATHIZERS

Make liberal use of simple, short, supportive statements like "I can understand how you felt about that." Or "You made a wise choice," or "I'm so happy for you." Write a few of your own empathizes here:

Asking about someone's job:

What is a good substitute phrase if you are hesitant to ask a new acquaintance, "What do you do?"

Technique #3: THE MOOD MATCH

Before jumping into deeper conversation make a *mood match*. Take "p _____ p _____" of the other person to determine if they're in the mood to talk more meaningfully.

The sequence of going from small talk to deeper conversation.

- 1) Make a _____
- 2) Use their _____
- 3) Ask them an _____ opener.

Make sure your opening questions have a subtext of a _____

Technique #4: THE TREE TECHNIQUE

When you get stuck for good conversation, use the tree technique. Ask about a person's r _____, their t _____, their b _____, or their l _____.

The progression of appropriate conversation from its most shallow small talk to closer communication goes from:

- 1) Between strangers: _____
- 2) Between acquaintances: _____
- 3) Between friends: discussion of _____
- 4) Between intimates: talk about ___ and ___.

Technique #5: SIGNAL SCRAMBLING

To make new acquaintances subliminally feel like your friend, cut quickly to number _____ above and use the discussion mode of intimates.

Technique #6: CAPTIONING

To make a new acquaintance feel like an old friend, develop a private joke (or even a pet name.) Whenever your conversational partner is telling a story, remember some part of it that they are _____, and then refer to it later.

TAPE 3A: HOW TO SOUND LIKE AN INSIDER IN ANY CROWD

Arms you with 2 techniques to make stimulating conversation in any group of people no matter how little you have in common. The first gives you methods when you know in advance what type of people you'll be talking to. The other is for when you "go in cold" and need to talk intelligently with a diverse group of strangers.

Technique #1: CONVERSATION HOMEWORK

When you know the interests of the people you will be talking to, ask a friend who shares that interest about the i _____ i ___ b _____ and the i _____ h ___ b _____.

Whenever discussing someone else's interests, it's important to throw out a l _____ b ___ to show you are knowledgeable.

Technique #2: SCRAMBLE THERAPY

A technique when you don't you know the interests of the people you will be talking to: Once every three weeks do something totally out of your pattern to pick up the right words and the right questions to make you conversant in that interest for the rest of your life.

Scramble therapy not only involves doing lots of things just once. It also means: Occasionally reading a different n _ _ _ _
_ _ _ _ or m _ _ _ _ _ _ _ _

Turning to a different s _ _ _ _ _ _ of your local _ _ _ _ _ _ _ _

Going to lots of l _ _ _ _ _ _ .

Ask your friends about any special insider's g _ _ _ _ _ _ in their interest.

TAPE 3B: MEGA REWARDS FOR MEGA-LISTENING

Introduces a unique approach to listening. Brings the difficult task of absorbing the speaker's messages to life and makes it fun. You'll learn to pick up every subtlety by listening like a *translator* listens, a *dancer* listens, a *filmmaker* listens, a *psychiatrist* listens, and finally like a *lover* listens. With the *4-Point Listening Checklist*, you then uncover your conversational partner's hidden messages and learn to give responses aimed right at their heart.

The human mind is capable of thinking _ to _ times faster than the ear can listen.

The five filters that words go through from the time they leave the other person's mouth until they reach our brain:

- 1) The _ _ _ Filter
- 2) The _ _ _ _ _ _ _ _ Filter
- 3) The _ _ _ _ _ _ Filter
- 4) The _ _ _ _ _ _ Filter
- 5) The _ _ _ Filter

We only up hearing about ___ % of what someone says.

The six ways to listen:

Listen like a *translator*: To make what your CP is clearer and more memorable, p_____ what he or she is saying in your own mind.

Listen like a *dancer*. To express total empathy with your CP, become a w_____ b_____ l_____

Listen like a *film maker*: Since we remember only 7% of what we hear, and 85% of what we see, turn what we hear into what we see by p_____ it like two little TV sets in front of our eyes.

Listen like a *psychiatrist*: Listen between the lines and ask yourself, how does my CP_____ about what he or she is saying.

Listen like a *lover*: Realize that often the point of having a conversation is simply
To _____

The four-point listening checklist.

While listening, ask yourself the WHEW questions.

W _____?

H _____?

E _____?

W _____?

TAPE 4A: HOW TO WORK A PARTY LIKE A POLITICIAN WORKS A ROOM

Gives you the 6 questions politicians and serious socializers ask themselves before going to a party. Learn how to meet the people you want, and then how to gracefully get into - and out of - conversations with them. Discover a technique to present yourself as a fascinating person when they ask you, "And what do you do?" Discover the one item you should wear to *every* party, and learn the best way to follow up on the important people you meet.

THE SIX-POINT PARTY CHECKLIST

Before going to a party, ask yourself the following questions:

W _ _ is going to be there?

W _ _ _ should I arrive?

W _ _ is the party being given?

W _ _ _ _ is the collective mind of the people at the party?

W _ _ _ should I take to this particular party?

H _ _ am I going to follow up on the people I've met at the party?

Why is it a mistake to head right for the refreshment table?

Why is it a mistake to talk mostly with your friends at a party?

What is the simplest thing that both men and women are afraid to do in public if they don't know each other... but is the most effective way to meet people?

Technique #1: THE WHATZAT TECHNIQUE

Search the _____ of any attractive stranger you want to talk to and find something you can compliment and or ask about. Also, whenever you go to a party, wear an unusual piece of j _____ or c _____ that anyone who finds you "the attractive stranger" can comment on.

Technique #2: THE WHOZAT TECHNIQUE

When you spot someone you would like to meet, ask the party giver for _____ . If they are too busy, ask for a sentence or two _____ so you have an opening approach.

Technique #3: THE "LET'S MINGLE" TECHNIQUE

When you'd like to move on and talk to someone else, what should you say to your conversational partner?

Technique #4: THE "LATEST NEWS" TECHNIQUE

What's the last thing you should do before leaving for a party?

Technique #5: THE NUTSHELL RESUME

Whatever your job, have something to say about your own work.

Technique #6: THE INTRODUCTORY BAIT

When introducing people to each other at a party, give their names *and*

Never say, "I'm terrible with names. What is yours again?" Instead say:

Technique #7: THE PERSONALIZED POSTCARD

Get a personalized post cards with _____ printed on it.

To follow up on an interesting contact at the party, send the card and refer to _____ to personalize it.

TAPE 4B: LET YOUR BODY DO THE TALKING

Studies say approximately 75% of communication comes through body language. So here's the complete course in getting your's shaped up to express confidence, composure and credibility. You'll also learn how to read the *other* person's body language to unearth their hidden messages or tell if they are lying. And master *Eyeball Selling*, a technique to convince your listener of your ideas by watching their movements. Finally, you'll learn how to tell if someone of the opposite sex finds you attractive.

The study of body language is a science called "_____".

How can you tell if someone is lying by watching their body language?

You can determine if someone is happy with what they are seeing or hearing, by watching the s ___ or their p _____.

How can you tell a sincere smile from a false one?

If you are having a disagreement with a good friend or someone you love, say what you must, but let body position m ___ his or hers to show solidarity.

How can you tell who is the boss or "ranking individual" in any group?

EYEBALL SELLING

You can plan your sales pitch for your product, service or just your ideas by watching your listener's body positions. What should you do if you observe the following?

- 1) Study their head position. Is their head turned away?
- 2) Look at their body position. Is it turning away?
- 3) Does their facial expression change? Become lively?
- 4) Does your listener reach for an object?
- 5) Are they pointing their fingers?
- 6) Study their hands. Are their palms up?
- 7) Is their head is nodding up and down?

How to know if someone of the opposite sex finds you attractive:

According to a scientific study, only 1 man in ___ knew if a new female acquaintance was interested in him.

Gentlemen, if you look at a woman you don't know and she looks away, it indicates she is interested if she looks up again at you within ___ seconds.

Determine the inches between your noses when you are chatting. If she lets you get within ___ inches, she likes you.

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About ___ % of your energy level is lost over the phone.

Technique #1: VERBAL SMILES'N NODS

To replace the body language part of your communication, on the phone use verbal equivalents. What is your verbal equivalent of:

A smile? _____

A nod? _____

An expression of surprise? _____

A questioning look? _____

An admiring look? _____

Technique #2: THE "OH WOW, IT'S YOU!" TECHNIQUE

Better than smiling before you answer the phone, exaggerate the warmth of your hello _____ you find out who it is.

Technique #3: NAME DROPPING TECHNIQUE (THEIR'S)

To further personalize your phone communication, make even more liberal use of their _____ on the phone than you would in person.

Technique #4: THE CONSTANTLY CHANGING VOICE MAIL MESSAGE

Studies have shown that people are perceived as more i _____ and more on top of their b _____ if they leave a voice mail message that they change every day or even every few hours.

What's wrong with this voice mail message that says, "I'm either away from my desk or on the other phone right now?"

Your voice mail message is like a verbal a _____ for your business.

Technique #5: THE CLIFF HANGER MESSAGE

Whenever you leave a voice mail message for someone, try to leave a cliff *hanger message* so it gives them

Technique #6: WHAT COLOR IS YOUR TIME?

Whenever you call anyone, always ask, "Is this a g _ _ _ t _ _ _ to talk?"

Technique #7: LISTEN FOR BACKGROUND NOISES

When you're listening to someone on the phone and you hear another line ringing or a dog or baby, ask if they:

Technique #8: SALUTE THE SPOUSE

Always a _ _ _ _ _ _ _ _ the person who answers the phone before asking for your party.

Technique #9: THE PROP CHECK

Get all your telephone m _ _ _ _ _ _ _ _ in order *before* answering the phone.

Technique #10: THE MAKE BELIEVE HOLD BUTTON

At home, don't let a family member s _ _ _ _ for you to come to the phone.

Fill in the following acronym for sensitive hold button operation. When you must put them on hold, tell your caller:

W _____

H _____

A _____

T _____

Never say just "thank you" at the end of a conversation. Always say:

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Discern how you sound to your listeners and how to regulate the speed and tone of your voice. Discover image consultants' techniques to put passion in your conversation, and professional speakers' techniques such as using dramatic silences, collecting rich phrases and humor to entertain your listeners... and much more. Finally, learn actors' techniques to be completely relaxed when giving presentations to groups of people.

Record one of your phone conversations and listen to it afterward. Now, pretend you are a radio drama producer. What role would you cast your voice in?

Count the number of words you speak per minute.

Technique #1: TRANSFERENCE

Think of something you really enjoy talking about (baseball? country music? tennis? ballet? your children? your computer?)

Now, with that in mind, use the transference Technique described in the tape.

Technique #2: THE TRUMPET BLARE PAUSE TECHNIQUE

What should you do to make sure someone listens to your next words?

Technique #3: YOUR PERSONAL THESAURUS

Write a common adjective you use very often here. _____

Now look it up in a *thesaurus* or book of synonyms. Read some of the synonyms and choose three or four that you feel comfortable with.

Now practice working those words into your everyday conversations.

When choosing phrases, choose the ones that have the most v _____ impact.

Make liberal use of q _____, h _____ and s _____ to make your points.

When you are presenting your important ideas, this body position is the most effective:

What should you do with your hands?

Technique #4: FONDLE THE ROOM TECHNIQUE

In order to appear completely confident when you speak to a group, try to t _____ the space you'll be talking in. If you can't do that, l _____ carefully at it. And if you don't even have the opportunity to do that, be sure to v _____ it.

What is the worst time of the day to make a presentation?

What is the worst day to make a presentation?

The second worst?

The best 2 days to make a presentation:

When you must persuade, convince, cajole or otherwise bring someone around to your way of thinking, dress like them, but

TAPE 6A: THE POWER OF PRAISE - THE FOLLY OF FLATTERY

Elevate praise to an art form and win many friends. Master the *Killer Compliment*, the *Little Strokes compliment*, the *Implied Compliment*, the *Grapevine Compliment*, the *Carrier Pigeon Compliment*, the *Bulls Eye Compliment*, the *Knee Jerk Compliment*, and the *Tracking compliment*. You'll also discover the *Boomerang Technique* to make other people want to compliment you!

Technique #1: THE KILLER COMPLIMENT

Write the name of someone in your life who you would like to establish a deeper relationship with: (a boss? a loved one? a friend?)

Now think of something very special about them, something you really like about them that you would not ordinarily tell them.

Now, at the next appropriate moment, give them that Killer Compliment.

The KILLER COMPLIMENT users manual:

- 1) The Killer Compliment should be delivered _ _ _ _ _.
- 2) The Killer Compliment should be delivered _ _ _ _ _.
- 3) Don't give more than one Killer Compliment to each of your friends more often than once every _ months.
- 4) Make sure it is _ _ _ _ _.
- 5) The Killer compliment should be _ _ _ _ _ , _ _ _ _ _ and _ _ _ _ _.
- 6) Make sure it for a quality the recipient is _ _ _ _ _.

Technique #2: LITTLE STROKES

List 4 "little strokes" phrases *that fit your style* that you might start giving to people.

Technique #3: THE IMPLIED COMPLIMENT

An implied compliment is one you bury in the _ _ _ _ _ part of your sentence.

Technique #4: THE GRAPEVINE COMPLIMENT

Think of something nice about a friend of yours:

Now write the name of a mutual friend the two of you have:

The next time you see your mutual friend, tell them the nice quality friend A has. (And then just wait for them to pass it on to A.)

Technique #5: THE CARRIER PIGEON COMPLIMENT

Think of something nice someone you know recently said about somebody else you know:

Now, the next time you see that "somebody else", pass the other person's compliment on to them.

Technique #6: THE BULLS-EYE COMPLIMENT

Write the name of someone you have warm feelings toward or a person who, for social or business reasons, you want to establish a solid relationship with.

What do you assume they are most proud of and what quality would they most like to be recognized for?

Resolve to compliment them on that quality next time you see them.

Technique #7: THE KNEE-JERK COMPLIMENT

Why is the timing of the *Knee Jerk* compliment so crucial?

Technique #8: TRACKING

Everyone is the star of a movie called: “_ _ _ _ _”

Technique #9: BOOMERANGING

Why is boomeranging even better than just saying "Thank you" when you receive a compliment.

TAPE 6B: CHEWING UP TOUGH COOKIES

Learn the predictable patterns of tough cookies' annoying behavior, and how to chew them up so they don't even feel bitten. Here are step-by-step methods for dealing with *negativists, constant talkers, the super-agreeable people who always let you down, hostile aggressive bullies, and snipers. Finally learn the magic catchall sentence that turns the worst of them around.*

To get along better with a difficult person in your life, first write their name here:

Now list three good qualities that tough cookie has.

Resolve to think about those qualities the next time you see that person. It will help you get along with them better.

DEALING WITH NO-NO NANNETTE, THE NEGATIVIST"

The first step in dealing with a negativist is:

DEALING WITH CHATTY CHARLIE, THE "CONSTANT TALKER"

The first step in dealing with a constant talker is:

DEALING WITH THE "SUPER-AGREEABLE WHO ALWAYS LETS YOU DOWN"

The first step in dealing with a super-agreeable is:

DEALING WITH MACK TRUCK, THE "HOSTILE AGGRESSIVE BULLY"

The first step in dealing with a hostile aggressive bully is:

DEALING WITH SNELLA, THE -SNIPER"

The first step in dealing with a sniper is:

THE "THAT'S NOT LIKE YOU" TECHNIQUE

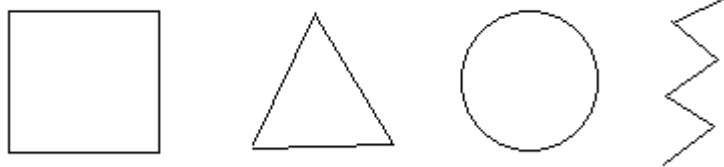
This is a catchall technique for dealing with all tough cookies. Simply say their name, and then say,

"_____"

TAPE 7A: DIFFERENT STROKES FOR DIFFERENT FOLKS AND DIFFERENT GENDERS

Throughout history, philosophers and psychiatrists have divided people into four basic personality types. In this tape you learn how to determine you basic personality type. (Are you a box, a circle, a triangle or a squiggle?) Then you learn how to relate to the other boxes, circles, triangles and squiggles of the world. To further clarify our complicated communications conundrum, you'll examine differences in talking to men and talking to women.

Which of the following four geometric shapes do you "feel" most like? (You may choose a primary and a secondary "shape.")



List some adjectives which describe the box personality type:

List some adjectives which describe the circle personality type:

List some adjectives which describe the triangle personality type:

List some adjectives which describe the squiggle personality type:

If you go into someone's office, you might determine which personality type they are by the furniture arrangement. Which "shape" is the occupant of the following offices:

One chair, distant from occupant's desk, piles of paperwork on the desk:

A _____ personality works in this office.

No chairs but the occupant's, manuals lined up on shelf:

A _____ personality works in this office.

Office constantly changing, often in disarray:

A _____ personality works in this office.

Several chairs arranged in a ring, many photos and mementos:

A _____ personality works in this office.

DEALING WITH THE FOUR PERSONALITY TYPES:

List some ways of conversationally relating to a box:

And use words like:

List some ways of conversationally relating to a circle:

And use words like:

List some ways of conversationally relating to a triangle:

And use words like:

List some ways of conversationally relating to a squiggle:

And use words like:

DIFFERENCES IN TALKING WITH MEN AND TALKING WITH WOMEN:

A man's greatest fear in life is:

A woman's greatest fear in life is:

TAPE 7B: HOW TO PLAY CONVERSATIONAL HARDBALL..AND WIN

Master *The Converter*, a powerful 5-step tool to persuade, sell, negotiate... and to win! Learn a foolproof pattern to sequence your concepts so you get your important ideas across. Then how to tailor your points depending on who you're talking to. Discover ways to make your message hit home with real stories from your own life.

THE CONVERTER

THE OVERTURE

(How is... How are...)

THE ASK/LISTEN & RESTATE PHASE

(Tell me...As I understand it...)

SET UP THE BIG QUESTION

(Given this scenario, can we...)

THE THINKING PHASE

(Hmm...)

THE BIG ANSWER PHASE

(The answer is Yes, because...)

Which of the techniques that you have already learned should you especially use during *The Overture* part of the Converter?

The length of your overture depends on your listener's p _ _ _ _ _ t _ _ _

Which of the verbal techniques that you have learned should especially be employed during the Ask/Listen phase of the Converter?

What other techniques you have learned is crucial to employ during the Ask/Listen phase?

Name two techniques mentioned here that you will learn on tape 8A that you should employ during the Ask/Listen phase.

You should first bring up the idea, the product, the service you want to "sell" during the _____ phase.

By using the converter, your listener feels you have not given a sales pitch for your product or ideas, but the one unique s _ _ _ _ _ to his/her p _ _ _ _ _.

What is the first step negotiators take?

It is important to tailor the information to your particular listener. Ask yourself three questions before presenting your ideas:

Is there any material I should _____ for this particular listener?

Is there any material I should _____ for this particular listener?

Is there any material I should _____ for this particular listener?

And punctuate your presentation with s _ _ _ _ _ to make it come alive for your listener(s). But it is important that they be t _ _ _ .

TAPE 8A: ADVANCED RAPPORT ESTABLISHING TECHNIQUES

Explores 7 subliminal rapport-establishing techniques. Learn how to emulate and capitalize on your conversational partners' background and experiences, clone their perceptions, and then create analogies and similes from their world. This tape gives you an advanced telephone technique for both deep rapport and crystal clear comprehension. Finally, here is a method for winning your conversational partners' hearts by *doing their thinking for them!*

Technique #1: COPY THEIR CLASS ACT

Fortunately in America, we don't speak of "class". But, undeniably, people from different socioeconomic groups m _ _ _ and s _ _ _ differently. To establish subliminal rapport, _ _ _ _ and _ _ _ _ like the "class" of the person you want to become close to.

According to English writer, Nancy Mitford, these are "upper class" (U) versions of the following "lower class" (non-U) words:

"lower class" says:

"upper class" says:

wealthy

lavatory paper

You have a lovely home.

Pleased to meet you.

Technique #2: BUSINESS ECHOING

The place of work of someone in

Advertising is called

Publishing is called

Broadcasting is called

Don't say "drugstore", say _____.

Don't say "day care worker", say _____.

Don't say "handicapped person," say _____

Don't say "vet," for an animal doctor, say _____

If you were in conversation, with the following adventure sports enthusiasts, fill in the word you would use for "crash" or "fatal accident."

Motor cycle rider

I _ _ _ d _ _ _ the bike

Rock climber

c _ _ _ _ _

Hang glider

g _ _ _ i _

Bungee jumper

s _ _ _ _ _

Sky Diver

b _ _ _ _ _

Technique #3: INSTANT REPLAY

To get the most out of your important phone conversations, check the laws in your state. If it is legal, record your conversations for these three reasons.

- 1) You pick up s _ _ _ _ _ in your caller's voice.
- 2) In your follow-up conversations, it allows you to e _ _ _ their insider's words.
- 3) You pick up important information on f _ _ _ _ b _ _ _ _ _

Technique #4: PARROTING

When you need to draw more information out of your conversational partner, instead of giving your usual signals, put a q _ _ _ _ _ look on your face and r _ _ _ _ _ their last few words.

Technique #5: DON'T TOUCH A CLICHE WITH A TEN FOOT POLE

Many intelligent people might feel, "Lips that touch a _ _ _ _ _ will never touch _ _ _ _ _!"

Technique #6: SENSE CLONING

Generally, people describe their world more through one sense than the other: sight, sound or feeling.

Primarily _ _ _ _ _ people might use phrases like:
I see what you mean
That looks good to me

Primarily _ _ _ _ _ people use phrases like:
I hear you
That sounds good to me

Primarily _ _ _ _ _ people use like phrases like:
I get it
I have a gut feeling that's good.

Technique #7: POTENT IMAGING

You make a much clearer and more powerful impact when you invoke images from your conversational partner's interests.

To a gardener, you would talk about s _ _ _ _ _ the s _ _ _ _ _ for success.

To a boat owner, you'd say a concept h _ _ _ _ _ w _ _ _ _ _.

To a private pilot, you'd talk about that concept really t _ _ _ _ _ o _ _ _.

Write the name of someone you'd like to establish deeper rapport with. _____
Name one of their main interests. _____

Now come up with a phrase related to that interest that you will use the next time you are in a discussion with them:

Technique #8: COMM-YOU-NICATION Part II

For many people thinking is painful, so try to do their thinking for them.

Whenever you say anything, people always ask themselves _____?

So answer it for them before they ask by starting every sentence with " _ _ _ "

TAPE 8B: HOW TO TALK WITH TIGERS AND NOT GET EATEN ALIVE

This tape takes conversation to its highest level. It gives you sophisticated communication techniques which can mean the difference between staying on _ or toppling off _ the top rung of the social or corporate ladder. You'll learn advanced concepts like providing a *Safe Haven* for high level contacts, and always *Knowing the Score* in any relationship.

The course ends on a lighter note with *The Ten Common Phrases you should never ever say in everyday conversation!*

Technique #1: SAFE HAVENING

The unspoken rule is there are three places where unpleasant matters should never be discussed:

- 1)

2)

3)

Technique #2: NEVER SAY BUTTERFINGERS

What should you say if a friend makes a blooper? _____

Technique #3: KNOW THE SCORE

In big league corporate and social circles, it is unspoken. But everybody always knows _____ . And the person "on bottom" must figuratively _____ to the one "on top."

Technique #4: ALWAYS REVEAL WIIFY

WIIFY stands for W _____ ' _____ _____ _____? Never have any
h _____ a _____, especially if it involves the other person's time.

Technique #5: LEND A HELPING TONGUE

Whenever someone's story was interrupted, always be the first to say,
“ _____ ”

If you want to play with the big boys and the big girls, always tell _____.

THE TEN COMMON PHRASES YOU SHOULD NEVER USE IN CONVERSATION

- 1) When a friend of yours looks tired, never say...
- 2) When meeting a slight acquaintance at a party, never say...
- 3) When someone offers you a drink, a cigarette or a coffee, never say...
- 4) Before presenting one of your ideas, never say...
- 5) Before telling someone something in confidence, never say...
- 6) When talking about a previous relationship, never say...
- 7) When reminding someone of a promise, never say...
- 8) When telephone a friend, never say...
- 9) When asking for a date, never say...
- 10) When wishing someone a nice day, never say...

-end workbook-

WORKBOOK ANSWERS

TAPE 1A. - HOW TO MAKE AN UNFORGETTABLE FIRST IMPRESSION

15% - professional knowledge

85% - good communications skills

3 Previous work experience

4 Recommendations from previous employers

2 Good communication skills

5 Professional Training

6 Number of years of schooling

1 A good attitude

HELLO OLD FRIEND TECHNIQUE

Imagine your new acquaintance is an old friend

ECHOING

choice of words

TAPE III: HOW TO CAPTIVATE ANYONE, ANYTIME, ANYPLACE

THE PERSONALITY SOFTENER TECHNIQUE

Smile

Open Body Position

Forward Lean

Touch

Eye Contact

Nodding

Energy Level

Relative Distance Between You

THE FLOODING SMILE

quickly

slow

eyes

THE STICKY EYES TECHNIQUE

fraction of a second

linger a fraction of a second

THE VISUAL VOYAGE TECHNIQUE

face

eyes

shyness

THE SNORE TECHNIQUE

"What a SNORE this person is!"

TAPE 2A: THE SECRET OF SMALL TALK

small
subtext
the rhythm, the melody and the feeling
smile and your body language
triteness

COMM-YOU-NICATION TECHNIQUE

You

RESIST THE "QUICK-ME-TOO" TECHNIQUE

impressed

THE SMALL-TALK CHECK LIST

- 1) Neutral and not threatening
- 2) Relevant to situation
- 3) Pleasant, Complimentary or Empathetic
- 4) Easy to agree with

"Well, here I am!"

"Ah, there you are!"

TAPE 2B: TRANSITION FROM SMALL TALK TO DEEPER TALK

CHERRY PICKING

anomaly
deviation
digression
place, time or person

Asking about someone's job:

"What do you enjoy doing?"

THE MOOD MATCH

psychic photograph

The sequence of going from small talk to deeper conversation.

mood match
name
long form
subtext of approval

THE TREE TECHNIQUE

roots
trunk
branches
leaves

Progression of conversation from small talk to closer communication:

cliches
facts
feelings
talk about you and us

SIGNAL SCRAMBLING

cut to number 4

CAPTIONING

proud of

TAPE 3A: HOW TO SOUND LIKE AN INSIDER IN ANY CROWD

CONVERSATION HOMEWORK

insider ice breakers

insider hot buttons

little bait

Technique #: SCRAMBLE THERAPY

newspaper or magazine

section of your local newspaper

lectures

greetings

TAPE 3B: MEGA REWARDS FOR MEGA LISTENING

The human mind is capable of thinking 4to 6 times faster than the ear can listen.

The five hearing filters:

ear

selection

meaning

emotion

ego

We only hear about 25% of what someone says.

The six ways to listen:

paraphrase

whole body listener

picturing

feel

have a conversation

The four-point listening checklist.

W - WHAT What is he telling me?

H - HOW How does the speaker feel about what he's telling me?

E - EXPECTED REACTION What reaction does the speaker expect me to have?

W - WHY Why is he telling me this?

TAPE 4A: HOW TO WORK A PARTY LIKE A POLITICIAN WORKS A ROOM

THE SIX-POINT PARTY CHECKLIST:

WHO is going to be there?

WHEN should I arrive?

WHY is the party being given?

WHERE is the collective mind of the people at the party?

WHAT should I take to this particular party?

HOW am I going to follow up on the people I've met at the party?

Eating at a party: If you're munching away, people are not going to be as apt to come up and say, "hi."

Chatting with your friends: Strangers are not going to approach you if you are standing in a group.

Smile!

THE WHATZAT TECHNIQUE

clothing

jewelry or clothing

THE WHOZAT TECHNIQUE

an introduction

some information about the person you want to meet

THE "LET'S MINGLE" TECHNIQUE

"I've really enjoyed talking to you. Why don't we mingle a little now?" Or "Let's mingle a little now and I hope we see each other again before the party's over."

THE "LATEST NEWS" TECHNIQUE

Turn on the TV news or scan your newspaper for the latest news.

THE NUTSHELL RESUME

enthusiastic or interesting

THE INTRODUCTORY BAIT

another line or two about them to inspire interesting conversation

"You know I really want to remember your name... could you tell me again."

THE PERSONALIZED POSTCARD

your name, address and phone number

some story or fact your contact mentioned in conversation

TAPE 4B: LET YOUR BODY DO THE TALKING

The study of body language: a science called "kinetics"

To tell if someone is lying: Watch for a *change* in their demeanor

You can determine if someone is happy with what they are seeing or hearing:
by watching the size of their pupils.

A sincere smile: reaches the eyes

When having a disagreement with a good friend: Let your body position mirror his or hers

Tell who the "ranking individual" on a group by: Watching how others mirror his or her body position

EYEBALL SELLING

Head turned away: Encourage your customer to verbalize objections so you can tackle them head on.

Body turned away: Ask him a personal question to get him talking and get his attention back.

Face becomes lively: Expand on whatever aspect you are currently discussing.

Reaching for an object: Be quiet to your listener think the issue through.

Pointing their fingers: Listen carefully and, if possible, show agreement.

Palms of hands facing up: They are subconsciously seeking your help, so move in with explanations.

Head nodding up and down: Go for the close!

How to know if someone of the opposite sex finds you attractive:

1 man in 31

45 seconds

18 inches

TAPE 5A: REACH OUT AND TOUCH EVERYBODY.. BY PHONE

30%

THE "OH WOW, IT'S YOU!" TECHNIQUE

after

NAME DROPPING TECHNIQUE (THEIRS)

name

THE CONSTANTLY CHANGING VOICE MAIL MESSAGE

intelligent

business

makes you sound like a slave of your business instead of the master
advertisement

THE CLIFF HANGER MESSAGE

a reason to call you back

WHAT COLOR IS YOUR TIME?

"Is this a good time to talk?"

LISTEN FOR BACKGROUND NOISES

have to answer the other line

SALUTE THE SPOUSE

acknowledge

THE PROP CHECK

materials

THE MAKE BELIEVE HOLD BUTTON

shout

HOLD BUTTON RULES

W - What you'll be doing while they're waiting

H - How long you expect it to be

A - Ask permission to put them on hold

T - Thank them ... twice. For agreeing to hold, then for holding

Always say, "Thank you for..." and then specify what you are thanking them for.

TAPE 5B: PUT PIZAZZ IN YOUR CONVERSATION WITH PRO'S TECHNIQUES

THE TRUMPET BLARE PAUSE TECHNIQUE

pause for a moment of silence first

YOUR PERSONAL THESAURUS

visual

quotations, humor and statistics

standing

use them to gesture

FONDLE THE ROOM TECHNIQUE

touch

look at

visualize

PRESENTATION TIMES

right after lunch

Friday

Monday

Wednesday and Thursday

just a little bit better in *their* style

TAPE 6A: THE POWER OF PRAISE - THE FOLLY OF FLATTERY

THE KILLER COMPLIMENT USER'S MANUAL:

1) in private

2) upon parting

3) 3 months

4) credible

5) brief, blunt and non self conscious

6) proud of

THE IMPLIED COMPLIMENT

parenthetical

THE KNEE-JERK COMPLIMENT

Because they have only one question on their mind, "How did I do?"

TRACKING

"My Life"

BOOMERANGING

It makes the other person feel good for complimenting you.

TAPE 6B: CHEWING UP TOUGH COOKIES

DEALING WITH "NEGATIVIST"

Do not disagree; just listen.

DEALING WITH THE CONSTANT TALKER"

Interrupt his/her story with short, staccato questions.

DEALING WITH THE "SUPER-AGREEABLE WHO ALWAYS LETS YOU DOWN"

Make it non-threatening for him/her to be honest with you.

DEALING WITH THE "HOSTILE AGGRESSIVE BULLY"

Give him/her time to sound off.

DEALING WITH a "SNIPER"

Surface their attack.

THE "THAT'S NOT LIKE YOU" TECHNIQUE

"That's not like you to..." (fill in whatever behavior of theirs you want to change.)

TAPE 7A.- DIFFERENT SMOKES FOR DIFFERENT FOLKS - AND DIFFERENT GENDERS

QUALITIES DESCRIBING DIFFERENT SHAPES

BOXES

organized
analytical
persistent
problem solvers

CIRCLES

nurturers
supporters
friendly
nice

TRIANGLES

independent
strong willed
competitive
intelligent

SQUIGGLES

enthusiastic
theatrical
spontaneous
creative

OFFICE FURNITURE ANALYSIS

triangle

box

squiggle

circle

TALKING TO THE DIFFERENT SHAPES

TALKING TO A BOX

Talk slowly, methodically.

Don't get emotional.

Make sure your stories have a beginning, a middle and an end.

Don't exaggerate.

Use words like "precise, exact, and specific."

TALKING TO A CIRCLE

Ask the circle personality how he/she *feels* today.

Give many compliments.

Avoid conflict.

Use words like "pleasant, pleasurable, agreeable, harmonious, compatible and even nice"

TALKING TO A TRIANGLE

Begin at the end, give the bottom line first.

Be supportive of their goals and objectives.

Don't argue with a triangle.

If you're going to compliment the triangle compliment their ideas, not their appearance.

Use words like "proven, success, the result, the truth, important."

Speak of "Productivity, Principles, Practices, and Priorities."

TALKING TO A SQUIGGLE

Before you decide on your game-plan with a squiggle, you must first determine what shape he/she is feeling like that day. Then go with that shape. Use any words that express enthusiasm and passion.

TALKING TO MEN - TALKING TO WOMEN

Man's: to be a failure

Woman's: to be alone, a "bag lady"

TAPE 7B: HOW TO PLAY CONVERSATIONAL HARDBALL ... AND WIN

During the Overture phase, especially use Tracking.
personality type

During the Ask/Listen phase, especially use Echoing
also use Mega-Listening

And, from tape 8A, Parroting and Sense Cloning

The Big Answer

the one unique solution to his/her problem.

The first step negotiators take is to learn the other person's side.

add

omit

substitute

stories

true

TAPE 8A: ADVANCED RAPPORT ESTABLISHING TECHNIQUES

move and speak

move and speak

"U-WORDS"

rich

toilet

paper

You have a nice house

How do you do?

Different words for where they work:

agency or "shop"

house

studio

"community pharmacy"

"child care worker"

"person with a disability"

"veterinarian"

When speaking with adventure sports enthusiasts:

lays down

craters

goes in

splats

bounces

INSTANT REPLAY

subtleties
echo
first bounce

PARROTING

questioning
repeat

DON'T TOUCH A CLICHE WITH A TEN FOOT POLE

cliche
mine

SENSE CLONING

visual or sight
auditory or sound
kinesthetic or feeling

POTENT IMAGING

sowing the seeds for success
holds water
taking off

COMM-YOU-NICATION Part II

"How does that affect me?"
you

TAPE 8B: HOW TO TALK WITH TIGERS AND NOT GET EATEN ALIVE**SAFE HAVENING**

- 1) when "breaking bread" or dining with someone
- 2) at parties or other social situations
- 3) during chance encounters

NEVER SAY BUTTERFINGERS

nothing

KNOW THE SCORE

knows the score
bow

ALWAYS REVEAL WIIFY

What's in it for you?
hidden agenda

LEND A HELPING TONGUE

"Now please get back to your story."
the truth

THE TEN COMMON PHRASES YOU SHOULD NEVER USE IN CONVERSATION

- 1) "You look tired."
- 2) "I bet you don't remember me!"
- 3) "Oh, no. I don't smoke (drink, drink coffee)."
- 4) "I've got a great idea."
- 5) "Don't tell him/her I told you this, but..."
- 6) "What a creep my ex was!"
- 7) "You promised to..."
- 8) "Hi. Guess who this is."
- 9) "What are you doing Saturday night?"
- 10) "Have a nice day!"