

49 Simple rules



How to become a communication genius

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Annotation

Someone has been given the gift of charm and eloquence from birth, and there are crowds of people wanting to socialize with such people. Someone has to learn to communicate correctly and effectively on their own. If you want to discuss an urgent issue with your friends, and the conversation always turns to another topic, if you need to solve a serious problem with your boss, but you dare not start if you postpone the conversation “heart to heart” with your loved one, because you don’t find right words - this book will help you!

49 simple rules will teach you to communicate easily, elegantly, with pleasure and always get the desired results.

If a person is sociable, this does not mean that it is pleasant to communicate with him, because communication can be different. And the result of this or that conversation, dialogue, dispute depends on how well this communication is structured. There are people who annoy with their sociability literally from the first minutes of a conversation. And there are those with whom it is not only pleasant to communicate, but useful and interesting. Indeed, it is in communication that thoughts are born, conclusions are drawn, and truth is born in disputes. And on how correctly we can build a conversation, we can count on the correctness of our ideas, thoughts, plans, as well as our attitude to ourselves and the world around us.

Take a closer look. Are there many people around you are able to maintain a conversation and want to communicate with you? Think about it, are you a pleasant conversationalist?

In this book we will analyze the most basic rules that create a culture of communication. And if you want to master the ability to conduct a conversation, then carefully read the rules described in the book, and try to learn all the recommendations and apply them in your communication.

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Chapter 1. Relationship with the interlocutor

Relations with the interlocutor, like any other relationship, involve primarily mutual sympathy. How to reciprocate the person whom you may first see? But is it even necessary to think about how to behave with the interlocutor? It's not just necessary, but compulsory! Indeed, the result of our conversation, the impression that we can leave in the memory of the interlocutor, and, therefore, the possibility of further communication, depend on how competently we build the conversation, how correctly we will behave in the process of communication.

Therefore, in this chapter we will talk about communication etiquette, a culture of behavior, and principles for building a conversation. We will discuss such seemingly simple, but requiring close attention moments, such as greeting, farewell, the location of the interlocutor, we will touch on the topic of disputes and disagreements, and learn how to find a way out of the most difficult situations.

Carefully listen to all the advice and boldly begin to translate these truths into reality. And the result will not be long in coming, believe me!

Rule 1. What is a greeting and goodbye?

There are many forms of greeting and farewell to a person, many of which have historical roots, and some are specific and depend on many conditions, for example, professional, territorial, age. But still there are certain rules that must be observed in any circumstances.

When meeting people you know or those with whom you want to talk, be sure to say hello, whether they are neighbors, pleasant and not very, colleagues, even if they work with you on different floors, employees you meet every day. Any greeting is, first of all, our manifestation of respect for people and our good breeding.

When parting with someone, do not forget to say goodbye. Be generous with such modest gifts as wishing a person good health and good mood. But do it surely sincerely and with all your heart!

Do not forget about the traditions that have developed historically and exist in different countries. Such traditions must be respected, and for this it is necessary to know them. Therefore, going on a trip, get acquainted not only with the culture of the country that you want to visit, but also with decency signs in it. Do not forget about it, being hospitable hosts in your country. After all, this is primarily our culture with you.

For example, in Australia, the most preferred greeting is a handshake. Of particular importance for this culture of communication is the preservation of personal space at the level of an outstretched arm and the establishment of contact at eye level.

The French greet each other with a handshake and kisses, even if the meeting is random and does not involve further conversation. In this case,

kisses can be to the cheeks, but can be expressed airily. The handshake is in the nature of a single movement "up and down." Greeting with a nod of the head or verbal greeting can be perceived as disrespect and even an insult.

Compliance with the rules of greeting will help to avoid many misunderstandings in communication. This is not a matter of formalities, but of genuine respect for people, the manifestation of their good upbringing and simply creating a good mood for yourself and others.

Rule 2. Establishing contact

The secrets of sociability are simple, but not many follow them. In order to achieve the desired result from your interlocutor, to establish contact, it is necessary, first of all, to position your opponent towards you and the subsequent conversation.

So, let's look at the most important rules of establishing contact:

1. Show sincere interest in the interlocutor.
2. Smile - this is the easiest way to demonstrate your attitude towards a person.
3. Do not argue, even if you are confident in the truth of your beliefs.
4. Visualize your ideas, intentions.
5. Deal with people as you would like to do with you.
6. Try to look at the question from the point of view of your interlocutor.
7. Awaken the desire to communicate with you.
8. Try to be open and open-minded.

We will talk about this and much more with you in the following rules. Carefully consider the tips, try them on yourself and try to implement.

Rule 3. Sincerity is the key to reciprocity

It is possible to deserve the attention of the interlocutor, to attract him to cooperation, if only to show genuine interest in him.

You never need to clearly try to make a good impression by playing various roles, putting on all kinds of masks, deceiving the person you are talking to and making him thus interested in you. This will never bring the desired result. Indeed, sincerity can only answer sincerity, which means that from the very beginning of the conversation show genuine interest in your interlocutor.

Of course, people are always only occupied with themselves, and even looking at a family or other group photo, they first find themselves and only then look around at others. Egoism is inherent in every person, as well as the desire to be the most sought after, most interesting, most desired. But in order to achieve this, it is not enough to consider yourself as such, you need to earn respect, interest and arouse the desire to communicate with you. And you can do this by showing mutual feelings.

With respect and sincere interest, you can achieve not only the desired outcome of the conversation, but also the unexpected development of events in your favor.

So, for example, one of my acquaintances rented an apartment in the city center, which was convenient for her studies and work. There was not enough money, and she constantly delayed payment for the apartment. The owner, of course, did not like this, but he put up for some time. And then came the day when his patience snapped and he invited her to find a new place for which she could pay. She, of course, wanted to stay, because she simply did not have the strength or the means to search for new housing.

Then she acted as follows: she called the owner and asked him to meet to transfer payment for past periods. At the same time, she assured him that she could independently choose a decent replacement for herself. When the landlord came, she should have “melted his heart” - that was her plan. From the doorway she met him with cordiality and sincere gratitude. Moreover, she prepared a “farewell dinner” in order to thank the landlord for his patience and kindness. She did not talk about the high cost of rent. And she began to talk about how she likes this apartment, how she got used to it and already considers it her home. She was sincere and generous in praise, which moved him to tears. And he said that she was very reminiscent of his daughter and that he could not do this to her, offering to stay in this apartment for now. Moreover, when he left, he asked if she needed his help. If she tried to achieve a reduction in rents by other methods, trying to prove her position or to challenge the correctness of his actions, she would hardly have obtained a similar result and most likely would have said goodbye to her beloved apartment. Friendly and gentle approach allowed my acquaintance to change situation in her favor.

This is a good example of a person’s ability to influence another person and achieve a goal. And this way is simple and based on the manifestation of a sincere interest in your opponent.

Rule 4. Smile to people

“Share your smile, and she will come back to you more than once ...”

Nothing disposes people to us like a sincere and good-natured smile. You can convince the interlocutor as much as you like that you are heartily glad to meet, or you can just smile.

A person receives more information not from the speech of his opponent, but from his behavior. Therefore, it is very important to think not only about what to say, but also about your gestures, facial expressions of your face, look.

True, this does not mean that you need to wear a mask on purpose. The simplicity and camouflage of one's feelings is visible with the naked eye to any person, even a completely inexperienced one. Moreover, it is annoying.

As actions speak more about a person than his promises, so a smile reveals the state of your soul, your mood better than any words. If you want a pleasant conversation, then the mood for it should be appropriate. And for such a mood to appear, this same smile is needed. After all, smiling to yourself, you raise your mood, and smiling to others - you raise someone else's mood.

We ourselves are charged with positive energy only from positive emotions, therefore it is important for us that we are surrounded by people who are happy, and therefore, causing a smile among others, we primarily help ourselves.

Rule 5. Truth is born in a dispute

The best advice that can be given here is: if you can avoid a dispute, avoid it!

It is impossible to win a dispute. And even if you proved your opponent right, this decision will not be his own, it will be yours, and therefore foreign to him. But does a person change his personal opinion to the opinion of another of his own free will? It's unlikely. You can win the argument. But this will only be an external victory, most likely not yet realized by your opponent and not finding a place in his heart.

Most often, at the end of the dispute, each of its participants not only remains with its own opinion, but also often becomes more convinced of its own absolute truth.

So is it worth wasting time, nerves and energy on empty arguments? Indeed, most often we argue with people close to us: parents, children, spouses, and friends. And isn't it more pleasant to receive satisfaction not from winning a dispute, but from the joy of seeing your loved ones happy?

Why make a fire of contention? Any dispute, be that as it may, carries with it negativity and aggression. And if you want to be treated with love and understanding, then it is better to solve all the misunderstandings and questions by compassion and the desire to understand the point of view of another person.

And your opinion is just your opinion, so stay with him, especially since often we tend to change our opinion under the influence of experience. Therefore, it is not a fact that what you consider to be undeniable and

correct today will not turn out to be a mistake or incorrectness of your judgment tomorrow.

If you still try to prove something, then do it unobtrusively and diplomatically, as if you yourself are trying to find out the correctness of your thoughts. And people will only be grateful to you for this, because we are all trying to find out the truth, but nobody can be right to the end. And to make it easier to accept, try to challenge the fact that you, for example, are not smarter than Julius Caesar.

Rule 6. Presentation as a way of expressing ideas

You can never count on the fact that what you know is known to all, and that the main thing in your idea is its understanding by you.

Often we just imagine that our idea has a feasible plan, but as soon as we try to bring it to life, it turns out that it was just a representation or our imagination, not based on reality.

If you are fully aware that your idea has the right to life, try to clearly explain the mechanism of its action.

So, for example, you want to protect your son from bad habits. Do not do this with prohibitions. Just try to explain how much it can harm him, let's say, putting forward the following argument: if he smokes or drinks alcohol, he will no longer be able to play sports.

Nowadays, presentation is the best way to convey your idea. Confirmation of this can serve as a "favorite" advertisement. From it we learn about the benefits of many things that we might not have known about before, but vivid examples and possibilities of modern television do wonders. And we are influenced like hypnosis. Therefore, if you want to influence your interlocutor, you can resort to a similar time-tested method of persuasion.

Rule 7. Treat people as you would like them to treat you

This is a very simple rule: "Treat people as you would like them to do with you." This truth is not only immortal, but also the most important in communicating with people.

So what could be easier than hearing, accepting and applying this rule in your own practice every day, everywhere and with everyone? Miracles can be done with this rule. So become a magician, giving joy to people!

For example, when you come to a restaurant, be sure to pay attention to the people serving you. Of course, this is a job for them, but any duty done with pleasure gives the best result. And even if you were made to wait or your order was mixed up, don't get angry and show your displeasure - you won't achieve anything, but only spoil your mood. Much more useful phrases like: "I'm sorry, but I ordered another dessert ...", "Please clarify my order...", etc. These elementary manifestations of politeness will bring much more benefit than screaming and anger. And if, in addition to everything, you turn to the waiter by name, make a compliment to him, and then he will try for you twice as much. The result will not keep you waiting, and you will be served at the highest level, and most importantly, with sincere pleasure.

We all strive to be meaningful and recognized by others, and it is this desire that distinguishes us from animals, makes us move forward and grow.

But the flip side of this coin is a sense of superiority over others. This bad habit leads to the fact that a person himself cultivates a feeling of incompatibility with those whom he considers below himself, demonstrating this and thereby humiliating others. But does it bring him at least some benefit? Not.

Therefore, we should never forget that such a rule of communication exists and must be applied at work, at home, with friends.

It was this technique - awards and praises - that Napoleon used, who achieved considerable success. Is this not an example of the competent use of this “golden” rule of communication?

Put yourself in the place of others more often and you will achieve better results than in any other way.

The same goes for home relationships. If you want peace and quiet in your own home, never scold your loved ones for the shortcomings of their participation in housekeeping. On the contrary, praise that they succeed, show that you are proud of your household. No need to blame her husband for the fact that the crane, which he repaired that week, again flowed. Just remember the case when your spouse was able to do something better, emphasize that this is rather a misunderstanding, because usually everything turned out perfectly for him. You will see how such a technique is more effective than any reproach.

Making other people significant for us, we not only help them to increase their self-esteem, improve their mood, but we also get mutual satisfaction from communication, respect and pleasure from ourselves, capable of such a noble act.

Rule 8. Look at the question through the eyes of the interlocutor

Try to always put yourself in the place of your opponent. Ask yourself: “How would I act, how would I feel if I were in his place?” This is the only way to understand what the interlocutor is trying to convey to you. This will save you a lot of time and effort, get answers to your questions much faster than if you begin to refute other people's ideas and try to impose your thoughts.

Do not forget that your opponent may be completely wrong, but he does not think so. Do not blame him for this. After all, everyone has the right to their own opinion. But in order to understand this opinion, you need to “enter into the position” of your interlocutor.

So, for example, your child is constantly late for school. No matter how you scolded him for this, the result is always the same: the teacher is unhappy, and anger is growing in you. You are trying to punish your son for disrespect for the teacher, for disobedience to parents. But what if you just try to understand the reason for his lateness? Of course, it will take you some time. Try to do all the morning activities with him, understand what he is "stuck" on? What prevents him from quickly gathering? After all, the reason may lie on the surface itself. Perhaps everything happens only because in the morning your child spends time collecting a portfolio or choosing clothes. Advise him to do this in the evening, and perhaps this will solve the problem of eternal lateness.

Or maybe your kid is just curious and interested in everything that meets him on the way? Then you need other advice - for example, to go to school

15 minutes earlier. Knowing the cause always helps to find the right solution.

When we see that someone is doing or speaking differently from ourselves, we try to correct the person, make him do the way we want it to. But this is "pure water" selfishness.

If you want people to change their mind or behavior without feeling discontent or resentment, honestly try to look at things from the perspective of another person.

Rule 9. Awakening desire

The best way to get someone involved in a solution is to arouse interest in the issue.

So, for example, if you want to ask your friend or colleague to meet you on a business trip, just interest him in travel stories, and best of all souvenirs.

One young man could not get reciprocity from a girl. What did he just not do! But everything was just waste of time; her heart was occupied with ballet. Then he decided to act in her interests. He began to invite her to the ballet, getting tickets for the rarest performances. He was aware of all the performances of her beloved troupe. He learned about ballet even more than he knew about his favorite football. And his efforts bore fruit. She became interested in him as a person. A month later, she gladly accepted his courtship, and six months later they got married.

So, if you want to convince someone to do something, do not immediately resort to the belief that this is necessary. Think better about how you can make a person want to do this. Firstly, it will deter you from possibly wrong actions. Secondly, it will reveal you as a person who is interested not only in his problems, but also in the affairs of others.

This approach facilitates efforts aimed at solving your own problem, helps to acquire a loyal partner who is ready to help you solve any problem, and at your own request. Let your opponent feel that he is doing this for his own sake. And you can be sure of an excellent result.

Rule 10. Be open with other people

Only openness can be encouraged by trust and sincerity on the part of the interlocutor. It means to be free, if you open to the world and to yourself. Free from prejudice, from ignorance, from insincerity, etc.

Often people are afraid to open up to other people. The reason is the fear of being misunderstood or condemned. A man drives himself into the power of someone else's opinion. The absurdity of this is that others just make up their minds about us based on our behavior. And if in behavior we are not honest, not frank, it means that other people may get the impression opposite to our true "I". We often show ourselves completely different from what we really are. But sooner or later this is revealed and makes a clearly negative impression. Therefore, you must always be yourself.

Harmonious is the person who is open in front of himself, and therefore, in front of the world around him. Openness allows us to discover something new in ourselves and others. It is openness that allows you to solve many sore problems with friends and family. It's not only not to hide their emotions, feelings, desires and hopes, but also harmful, because it not only does not help to turn them into life, but also does not allow others to help you in their implementation, deprives them of the opportunity to find out who you really are business.

The playing with other people only repels those around us. And if we want to achieve their good attitude toward us, we must learn to be open.

So start with yourself. Try to think, are you sincere with yourself? Do you always listen to yourself and your desires?

To do this, examine yourself and your behavior. Your friends and acquaintances can help you with it.

Rule 11. Eye contact with the interlocutor

If you want to interest someone, look a person directly in the eye and get a mutual look. To maintain the interlocutor's interest in yourself, try not to lose this contact.

Unwillingness to look at the interlocutor may cause suspicion. After all, basically we look away when we want to hide something, tell a lie, we are not interested in a conversation or an interlocutor is unpleasant.

True, there are other reasons, for example, self-doubt, embarrassment, lack of self-esteem. Avoiding the gaze of another person, we protect ourselves from possible neglect or condemnation. But in this way we give reason to doubt us, our sincerity and desire to communicate with this person.

For example, one of my acquaintances, because of the fear of looking into the eyes of the other person, could not find a job for themselves. Each time, coming for an interview, she was embarrassed and hid her eyes, muttering something under her breath. With this behavior, she created the impression of a very indecisive, lethargic and incapable of any responsible work of man. In fact, this was not so, because she was a highly skilled specialist. But each new interview ended in failure for her. Then she turned to a psychological technique, which was to learn how to create the appearance of looking into the eyes of the interlocutor. To do this, you need to focus your eyes not on the opponent's eyes, but on the nose or eyebrows, which creates an illusion of visual contact. This makes it possible to gradually move the gaze to the eyes of the interlocutor. Having learned this trick, my friend not only acquired a new stable job, but also increased her self-esteem. Her self-esteem grew, and she really began to give the impression of a confident person.

In many ways, our view depends on who exactly is our interlocutor. We can directly and arrogantly look at the child, but we get lost and look away under the pressure of the boss.

There are "rules of views" that allow you to understand the internal state of a person and evaluate the situation as a whole.

When a person avoids the opportunity to meet your gaze, this may mean that he is - in his thoughts, distracted from the conversation, perhaps worried about something, or even annoyed. Or maybe he is just not interested in the conversation.

If your interlocutor looks at the ceiling, it means that he feels uncomfortable, maybe tries to remember something, or maybe he just doesn't believe your words.

In business communication, it is better to focus your gaze, starting with the left eye, then transfer it to the bridge of the nose and only after that linger on the right eye, and so on in a circle during all negotiations. It is precisely this sequence that gives the opponent the appearance of what you are looking at. After all, no matter how hard we try, "both ways" still will not work out due to the physiological characteristics of a person.

When communicating with friends, our gaze usually stops below the eye level of a friend, and then moves as if in a triangle, capturing the area of the nose and mouth.

When we are in love or flirt, the area of our gaze greatly increases, and the stronger our interest, the more we concentrate our eyes on our lips or eyes. But this interest may be different. So, if the interlocutor does not take his eyes off your lips, be sure that he already dreams of a kiss, and your conversation excites him much less than the desire to kiss you.

Be careful and do not overdo it in your desire to "catch" the look of the interlocutor. Eye contact lasting longer than 7-10 seconds may cause him discomfort or anxiety.

You should not look past the interlocutor; this makes you understand your indifference to the conversation.

No need to look around the other person "from head to toe."

So let's summarize. It is not only necessary to meet glances with the interlocutor, but it is also important to remember the rules accepted in communication and the framework of decency. And most importantly, do it wholeheartedly, then not a single person can stand your gaze.

Rule 12. Facial expressions

So, for example, a person smiling at you does not always do it from the heart, and a winking person does not always express a friendly disposition. It happens that a person puts on a “mask of mood” on his face, wanting to seem better. But often, nevertheless, it is the person’s face that betrays his secret thoughts. Therefore, focusing on knowledge of mimic science, we can recognize these secrets.

If a stranger, smiling, raises his eyebrows up, then he demonstrates sympathy for your person. If you want to reciprocate, you can use the same technique, that is, the movement of the eyebrows up and down. The roots of this sign of attention go deep into antiquity. For centuries, people have used this technique. Knowing it, you can learn not only to recognize the interest of strangers, but also to skillfully use it deliberately to emphasize your disposition to the person you are interested in.

The corners of the mouth lowered down show not only a bad mood, but also a skeptical attitude towards attitude to life in general.

The raised corners of the mouth symbolize a smile and reflect the positive.

"Pouting" speaks of resentment or annoyance.

A broad smile is an expression of joy and delight.

Biting the lips can mean nervousness.

In order not to appear to the interlocutor uninvolved in the conversation or busy with their thoughts, one should not:

- making an impenetrable face - this may indicate tension and your lack of interest in the conversation;

- roll your eyes - this is a clear sign of fatigue from a conversation or an opponent;
- stick out your tongue or lick your lips, supposedly looking for a reason to change the subject;
- make a "sour face";
- bite your lips;
- make grimaces.

We were taught many of the rules of conduct and good manners in childhood, we gained something from our own experience, but each of us knows for sure what is good and acceptable for this situation, and what looks unattractive. It is only worth remembering this in communication with other people and learning to control yourself in any situation.

Rule 13. Body language

To control the information that our body sends to others, and to decipher the impulses coming from others, you need to master the basics of "body language". The main thing is to learn and observe one golden rule: "keep yourself in control."

You must remember the importance of gestures. Many people, for reasons of upbringing and education, thanks to which we have learned to pay due attention to the delivered speech, underestimate this important communication component. Nevertheless, it is important for every self-respecting person to know and understand the "sign language".

Sometimes our gestures contradict what we say, destroying the deserved trust of the interlocutor. Gesture-level communication is more accurate and sincere than words. Therefore, many gestures and behaviors can expose our present state; reveal internal uncertainty or even a lie. After all, the words are under the control of our consciousness, which means that we can think through what we are going to say. Gesturing is unconsciously subordinate, which means that our gestures are poorly controlled or not controlled at all and reflect our true feelings and intentions.

Knowing the "sign language", you can learn a lot about your interlocutor, it is quite easy to recognize his desires and thoughts about you and your communication, and, accordingly, react and correct the situation in a timely manner.

The following gestures are distinguished depending on the expression of a person's attitude to the environment.

- Gestures of openness: these include hands with palms up, shrug, unbuttoning a jacket, approaching the person you are talking to.
- Gestures of protection against a possible threat or conflict: crossed arms, chest clenched.
- Gestures of evaluation: a cheek supported by a hand indicates a deep immersion in one's thoughts, a gesture of support of the chin with a palm indicates a critical assessment, a tilted head is a sign of careful listening, scratching the chin is used when a person is busy making a decision, pacing is an attempt to solve a difficult problem or make a decision.
- Gestures of boredom: tapping a foot on the floor, head clasped with palms, empty eyes.
- Gestures of suspicion and secrecy: a mouth covered with a palm indicates that the interlocutor carefully hides his position on the topic under discussion, a look to the side - an indicator of stealth, legs or the whole body facing the exit - a sure sign that a person wants to end the conversation, rubbing his nose with his index finger with a finger - a sign of doubt.

Every gesture of a person speaks more than his language. Therefore, by reading gestures, we are able not only to recognize the essence of our interlocutor, but also to provide feedback, which plays a major role in the interaction process. This wordless feedback can warn us about what is possible and needs to be changed in behavior in order to achieve the result we need in dealing with a specific interlocutor.

Let's start with the most important thing - you need to learn a sense of proportion. So, you have to say goodbye once and for all to your shortcomings that prevent you from communicating. You know about many of them yourself or you can find out from your friends, work colleagues.

The main thing is to be able to recognize them in time and correct them in a timely manner.

Rule 14. Inappropriate behavior

Here are some examples of inappropriate human behavior in communication and the rules for dealing with them:

1. “Laughter without reason is a sign of foolishness.” Everyone knows this saying. It is worth remembering and not bursting out with unreasonable laughter.
2. You should not show your emotions too much. It's better to restrain them to some extent. Why you should follow this pattern? Too serious or too cheerful a person causes, to put it mildly, distrust. Tired look can cause in your interlocutor: at best - pity, at worst - avoiding further communication.
3. No need to wave your arms too much, proving something. Or, conversely, to show excessive feelings, stroking his interlocutor on the arm or patting him on the shoulder.
4. It is not good to show your discontent and tiredness by yawning and twitching.
5. You cannot shout or speak too quietly. Take care of your interlocutor's hearing.
6. You shouldn't nod and nod all the time. In order for your opponent to know that you understand him, a direct, open look is enough.

So, analyze everything said above about the peculiarities of a person's behavior, expressed in gestures and facial expressions, imagine yourself not in the place of your interlocutor and think what is irritating in your behavior, what causes negative emotions, which, on the contrary, you like, and try to build your own individual line of behavior write your communication script.

Rule 15. Arm length

Personal space is a kind of inviolable sphere, access to which by outsiders is permissible only by the will of the owner. Each of us has a need for personal space. This need is based on a person's innate desire for security.

Therefore, communicating with anyone, it is necessary to remember the personal space of the interlocutor and respect him. It is very important to learn how to guess the distance and to comply with the human needs necessary for comfortable communication. Any invasion of this territory can lead to unpleasant consequences: cause a negative reaction from the interlocutor, cause serious disagreements and even conflict.

Many of us felt discomfort caused by the invasion of our personal space. A very vivid example is the public transport, in which sometimes it is necessary to violate this law, especially at rush hour. If, fortunately, you have never encountered a similar problem and do not quite understand what is at stake, try to approach a stranger closer than the distance of your outstretched arm and observe his reaction. As a rule, in such cases, the person immediately reacts, trying to step aside or make a sharp remark about the "intruder". A person in a similar situation behaves as if in danger: his heart rate quickens and his rhythm and depth of breathing change. There is a desire to be safe, that is, to move away or move the object of danger.

The boundaries of personal space for each are individual and depend on many factors, such as age, degree of closeness, level of trust in the interlocutor.

Therefore, in order to correctly determine the boundaries of the interlocutor's personal space and not to inadvertently invade the territory that he considers his own, it is necessary to learn how to feel the person

with whom you are communicating, to choose the distance of communication by approximating or moving away from the opponent.

There are several zones:

1. The intimate zone is “the distance of the outstretched arm,” that is, about 50 cm. Only very close people are allowed into it, and the penetration of an outsider into it causes immediate discomfort and anxiety.

2. Personal zone is an oval zone with a radius of 50 cm on the sides and up to 1.5 m in front and behind. This is the distance of a personal confidential conversation.

3. Social zone - the distance from 1.5 to 3.5-4 m - an area for contacts with strangers, strangers.

4. The public area - up to 7 meters - is the farthest area of space. It is used, for example, by a speaker or teacher speaking to an audience.

These figures are conditional, because for each person this zone will still be its own. Therefore, it is important in communicating with a person to find instinctively exactly the distance at which both interlocutors feel comfortable and safe.

Rule 16. Evaluation of your interlocutor

You should never start communication with distrust of the interlocutor. It's better to try to understand his true intentions. Quickly understand the business qualities of the interlocutor will help you personality characteristics such as effectiveness and value guidelines.

The effectiveness of the personality - the term of the American psychologist A. Bandura - is a sense of self-esteem, on the one hand, and real competence, that is, the ability of a person to solve life problems, on the other hand.

The effectiveness of the interlocutor is evaluated on four aspects of behavior:

1. The level of human energy. It is expressed in gestures, speech, and gaze. The livelier the gestures, the faster and louder the speech, the more direct and open the gaze, the higher the level of his energy, which means that he is more sensible and friendly with logic. However, this energy can be random and even somewhat negative if it is not supplemented by the following characteristics.
2. The structure of energy is the clarity of logic, balance, consistency and accuracy of judgments.
3. The degree of social maturity is manifested in the ability to take responsibility and the ability to make decisions independently.
4. Social adequacy directly depends on social maturity, that is, the higher the social maturity, the higher the social adequacy of a person. She manifests herself in the ability to listen, ask clarifying questions, understand the situation and react sensitively to its changes.

All these aspects are reflected in the words and behavior of the interlocutor, so they can be quite easily recognized in the course of communication and made on their basis the correct assessment of your opponent.

So, the more energetic a person is, socially mature and adequate to society, the more effective he is in his activity, which means that you have more reasons to take this person seriously, to reckon with his opinion, and rely on his actions.

Value orientations provide an opportunity to manage your interlocutor, help to recognize the true goals that he sets for himself. Knowing these landmarks allows not only to assess the situation, but also to calculate its results, to calculate the subsequent moves.

Values include:

- material values, money, wealth;
- authority, popularity, good name;
- power, authority;
- information, knowledge, professional skills.

Each person is focused on different values, highlighting the most and least significant for themselves.

Identifying these guidelines is quite easy, giving the interlocutor the opportunity to express their opinion on each of them. In communication, they are manifested in the desire of the interlocutor to talk about them and highlight the most important topic for him: promotion, thirst for knowledge or making a profit. Understanding the value guidelines provides an opportunity not only to study and evaluate your interlocutor, but also to find a common language with him.

Any topic of conversation allows you to identify in a person behavioral traits that characterize efficiency and value orientations. The most important thing is to learn how to correctly evaluate a person according to these characteristics in the process of communication, without paying all this attention to it, and therefore without losing the main idea of the conversation. Of course, this will not work right away, but gradually, with the acquisition of experience, you will realize that you are already doing this automatically, which will greatly simplify your task and raise your communication skills to a higher level.

Any position of our interlocutor should be considered as his own point of view, which may not coincide with yours. As soon as you have a desire to correct a person or to challenge his statement, to condemn him, it is best to think about the fact that maybe it is you who are wrong.

Rule 17. Try to understand your interlocutor

And instead of judging a person, try to understand him better. After all, to understand is to forgive. And even if your opponent does not need forgiveness, allow yourself this pleasure at least in order to avoid internal anger and disappointment.

People are emotional creatures, but intelligent, and therefore able to control their emotions. Self-control is the most important component of the development of any personality and the most useful thing in communicating with other people.

Anger and irritation only cloud our consciousness. A man in a fit of hatred is completely incapable of thinking and acting objectively.

Therefore, as soon as irritability and a desire to throw out your negative emotions appear in you, stop, pause. It is necessary to return to a state of equilibrium. To do this, you can recall something pleasant or just smile, even if first, in addition to your inner will. Take a deep breath and breathe out all your negativity just as deeply. The proven method of "counting to 10" does not hurt. And only getting rid of your negative emotions, continue the conversation. The reward for your work will certainly be the positive response of the interlocutor.

You cannot criticize a person and be angry at him just because he does not agree with you. This is not only useless, because criticism only puts a person in the position of a defender and makes him look for an excuse, but it is also dangerous, as it hurts self-esteem, causing a feeling of resentment and indignation. The person, to whom we make a remark or condemn, most likely, will justify himself and in response will condemn you.

Only an attempt to understand the opponent, tolerance and complacency will stop this senseless struggle and lead to mutual understanding and knowledge of each other. And this is a completely different stage in the development of relations.

So be lenient and patient! And you get even closer to the goal of being a communication master.

Rule 18. The best medicine is praise

Each of us has abilities, but not everyone succeeds in realizing them. In many respects, our successes depend on how much they are in demand in society and how they were encouraged in childhood.

An example is the famous singer Caruso. He has been admired by millions of fans. But he owes his success not only to talent, but also to his mother, a poor peasant woman, who, unlike many, not only did not doubt her son, but also inspired him to study music. She praised him for the results that he achieved overwork. It was she who made him believe in herself. She was able to appreciate his abilities. Thanks to her, he reached the heights of his skill and recognition of others.

Respecting your interlocutor, take care of recognizing him in your eyes. And the best expression of recognition is praise. So be generous in praise, praise a person even for the most modest success and you will gain a reliable partner, a loyal friend.

How, for example, are animals trained in a circus? They are trained only with the help of rewards such as food. And even the wildest and naughty, it would seem, completely unyielding pets become malleable and tame. Why don't we humans resort to these tricks?

If a person is told that he is not capable of anything, he loses the incentive to do anything. Therefore, if you want to induce someone to action, cooperation, do the opposite - let the person feel that you are confident in his abilities, and he will do everything to not disappoint you.

Use rewards as a way to get action. Show your opponent that his shortcomings are easily fixable, and the thing you want to captivate him

with is easily doable for him. Meet every new idea with enthusiasm. And do not forget about sincerity, because you need to do this only "from the heart".

How to learn to manage your emotions? First you need to realize that the expression of our feelings directly depends only on ourselves.

Try to analyze your actions and find out when emotions helped you, and when they brought only harm. Choose both good and bad deeds that left a mark in your mind. For greater clarity, write down the most vivid manifestations of feelings and situations in which they are reflected. And look what you got.

Rule 19. Emotionality

When doing good deeds with a positive outcome, you probably experienced a sense of joy, pride, confidence and inspiration. In unpleasant situations, most likely, you felt oppression, fear, depression and self-doubt.

And this means that in order to accomplish positive actions, you need to set yourself up only for positive emotions, and negative feelings should be stopped from the very beginning. This task is not one of the simplest, because unpleasant sensations lead to a splash of negative emotions, which happens as if by itself. Therefore, as soon as such feelings appear, it is necessary to act in spite of them, and not to follow their lead.

For example, for a long time you tried to upstage a conversation with your husband about his constant delays from work, either inventing versions yourself, or trying to justify him with your not always correct behavior. As a result, your patience burst and you brought down the whole “snowball” on the head of your own person. At this time, you experienced some negative emotions and did not hesitate to show them. However, if you think carefully and assume that the husband really has good reasons for being late, then you can prepare for the conversation, setting yourself up positively. This way you will avoid a quarrel and a breakdown. Indeed, often we wind ourselves up, trying instead of timely suppressing all negative feelings, accumulating them and throwing them right in the face of the interlocutor. And this is not only unpleasant to the interlocutor, but also harmful to our health.

How to learn to control the manifestation of their emotions without harming themselves? To do this, try to understand more precisely what feelings you are experiencing at a given time.

Not always, we can accurately and immediately determine correctly our condition. Only by realizing and analyzing behavior can we learn to diagnose our emotions. Indeed, often under the guise of, for example, hatred hides resentment, under indecision - shyness, etc.

In order to learn to correctly understand your emotions, you can pronounce their names out loud, for example, in the form of answers to the following questions: “What do I feel about the incident?”, “How do I express my feelings?”, “How others understand my behavior?” Observe the reaction of others to your behavior.

No need to be afraid to accept any of your emotions, whether they are positive or negative. Moreover, a person experiences negative emotions more often. But their awareness is necessary for working on them and developing the ability to control them. Moreover, not all negative emotions are bad; because sometimes they are protection against more serious disappointments, stimulate us to self-development and achievement of new heights.

Rule 20. Tact

An important rule of human behavior in communication with the outside world is such a wonderful character trait as tact. A tactful person arouses respect and attracts the attention of others, because he knows how to behave and knows how to make communication pleasant.

Tact is attention, understanding and respect for the interlocutor, not only the desire to understand him, but also the ability to feel what exactly can make this interlocutor laugh and set him in a positive way, and what can cause him to feel indignation, resentment, irritation. Tact can also be called a sense of proportion, which must be observed in the process of communicating with other people.

A tactful person is interesting to the interlocutor, because he will never tire his interlocutor, will not offend and will not be annoying. A tactful person will not joke inappropriately, make comments or give advice when he is not asked about it.

A tactful person is able to quickly and accurately determine the interlocutor's reaction to his statements, correctly respond to the opponent's behavior, and admit his mistakes.

Of course, such a feeling is brought up from childhood, but is adjusted in the process of a lifetime.

Everyone can learn to be considerate. To do this, it's enough to treat people the way you would like to be treated. Learn to empathize with your interlocutors. And this is possible only if you learn to respect others, and no less than yourself. Therefore, start with self-education and develop in yourself this wonderful sense of tact.

Chapter 2. Ability to listen and hear

In this chapter, we will consider the topic of the ability not only to listen correctly, but also to hear your interlocutor. The first rule: if you want to become a good conversationalist, become, first of all, a good listener! Indeed, when we listen to a person and really hear what he is trying to convey to us, we give him the most valuable gift - attention, listening to a person, we show respect. Think with whom it is really pleasant to you to communicate?

Probably, yet with people who can listen to you without interrupting, with those who give you this opportunity to feel like an important and interesting conversationalist. How to learn this? Let's look at examples. Indeed, “fools learn from their mistakes, smart ones learn from strangers”, and we will learn how to avoid these mistakes.

In order to hear, you do not need to put a lot of effort, we have been given this function since birth. To do this, you just need to catch the sound source. If the sound is strong and annoying, it does not need to draw additional attention to itself, it blocks other sounds, even more pleasant to our hearing. But often we simply are not able to change the sounds around us, and therefore we must listen to all kinds of sounds, whatever they are: thunder that presses on our eardrums, a mountain stream that caresses our hearing and imagination, or a fly with its annoying buzz.

Fortunately or unhappily, but we have to hear everything, which means that we need to learn to appropriately and correctly perceive certain sounds, hear what is important, and try to skip unnecessary and superfluous.

Rule 21. Check yourself for attentiveness

A good listener can simply listen, without interrupting, to understand what is at stake, and highlight the most important thing from the conversation.

How to learn to listen correctly?

It would be nice to analyze our own behavior during conversations with people and independently evaluate our skills.

A simple test can help you with this. Answer the following yes or no questions:

1. You will not listen to a person who is not interesting to you?
2. Do you interrupt the interlocutor without giving him the opportunity to speak?
3. Can you make a decision before you understand the problem?
4. Do you listen only to what you like?
5. Are you distracted when your interlocutor expresses his thoughts?
6. Do you remember any non-essential moments of the conversation?
7. You cannot highlight the main thing in the conversation?
8. Do your prejudices prevent you from listening to a person?
9. Can you stop listening when difficulties arise?
10. Do you often take a negative position towards the speaker?
11. You do not always listen to the interlocutor?
12. You are not trying to understand, putting yourself in the place of the interlocutor, what made him say that?

13. Do you not take into account the fact that you and your interlocutor may have different views on the topic under discussion?

14. You do not admit that you and your interlocutor may have a different understanding of the meaning of the words used?

15. You will not find out the fact that the dispute may be caused by the difference of points of view or the question?

16. Do you avoid the look of the interlocutor in the conversation; do you look around when you listen?

17. You can't wait to speak out, having determined the speaker's conclusions in advance?

Now you have to summarize all your answers: "yes" and "no". If the "no" exceeds the "yes" by more than half, it means that you still know how to listen, although you do not always do it in good faith with your interlocutor.

If the number of answers "yes" and "no" is approximately the same, it means that just hearing you is clearly not enough and there is something to strive for.

And if it turned out that "yes" occurs most often, then it's time to think and try to correct your status as an "inept listener".

Next, we consider in detail possible listening errors and ways to correct them.

So, you expect to have a conversation. You know that this conversation is important both for you and for your interlocutor. So, setting yourself up to the tune of the conversation is simply necessary. How to do this?

This is very simple. To do this, you just need to understand for yourself that this particular conversation is the most important for you at the moment.

Try to compare it in importance, for example, with lunch. You cannot do without food. It is also impossible for a person to exist without spiritual food. Therefore, do not neglect the importance of proper "spiritual nutrition" based on the competent communication of people with each other.

One of the important components of communication is just listening. During the conversation, you get the opportunity to learn something new, listen to the opinion of the opponent, understand his position and look at the question from his point of view, to compare it with your own position, analyze the information and make the appropriate conclusions that are necessary for you.

Rule 22. Thoroughly prepare for the conversation

All this requires significant physical and emotional costs. Therefore, you just need to preconfigure yourself for a conversation.

We will talk more about how to do this.

In the meantime, I can say that you need to carefully study the topic of your conversation, determine your goals and other possible consequences of the dialogue with your interlocutor.

You should be prepared for any scenario during the conversation and have in advance clear answers to all possible questions.

Rule 23. Ability to concentrate on conversation

In order for the ability to listen to be supported and developed, there are methods:

1. Train your ears. Yes, no matter how funny it may sound, but such training is not only important, but also necessary. What does this mean? And everything is very simple. Try listening to everything that happens around you. Adjust your hearing and brain to perceive all environmental sounds. You will hear a lot of what you did not even hear before, although all this surrounded you.
2. Remember to take care of the health of your hearing aid. After all, only a healthy organ is able to work with full dedication.
3. Pass all words through the brain and your feelings, comprehending the words of the interlocutor and sympathizing with them. Start with a small amount of information, then increase it until you master the ability to automatically hear everything.
4. Learn to highlight for yourself the most important of what you hear: focus only on important sounds, not being distracted by outsiders.
5. Learn to find interesting even in the most boring, in your opinion, conversation.
6. Listen as long as possible. Train your patience and ability to listen to a person to the end. A wise person always listens more than he speaks.
7. Listen in a good mood, even if you hear not very pleasant things. After all, the main thing is to set yourself up for good, then nothing bad will happen.

8. Listen consciously, that is, by connecting consciousness to the hearing. Try to imagine what was said, play scenes in your head.

9. Listen openly and without negative emotions, trying to interpret any emotional stimuli from a positive point of view.

10. Train the speed of perception of information. Our brain can think 10 times faster than we say. Learn to capture what has been said, analyze and predict the speech of the interlocutor during his conversation. It is best to learn at the slow pace of the interlocutor's speech. In addition, this will save you from the desire to fall asleep from boredom during a conversation. Having learned this and constantly training your brain, in the future you will be able to automatically capture only the main thing and read between the lines in the process of even the fastest speech.

11. Learn to combine your hearing with other channels of information, such as vision. The more sources of information, the better will be the perception of what has been said, the understanding of meaning and general significance.

12. For a greater concentration of your attention, you can take notes or draw in the form of diagrams, first you can train on paper, and then you can learn how to do it mentally. This will dramatically improve the quality of auditory perception and memory.

13. Make sure to take breaks, if possible, after 30-60 minutes. This will not only refresh your thoughts, but also help the brain to perceive what is heard with renewed vigor.

And the main rule of any training is their constancy. Only by constantly training your hearing, you can achieve mastery in the ability to listen.

Each of us is more interested in ourselves than in anyone else. We prefer to listen only to ourselves, and from the interlocutor we expect attention and approval of what was said. Therefore, in order to win the attention and interest of the interlocutor, it is necessary to try to impress the attentive listener.

Not every interlocutor is pleasant and understandable to us. Sometimes we think that our interlocutor speaks indistinctly, gets confused in his thoughts, unclearly expresses his feelings, then we stop monitoring his opinions, try to help him, tell him, and as a result, we start talking ourselves. This is the wrong decision, which will ultimately break the thread of the conversation.

Rule 24. The development of perception "by ear"

It happens that we are bored with the very topic of conversation or its presentation. People always strive to insert into the conversation the topic closest to them or the most relevant topic at the moment. Then they begin to talk about their problems, deviating from the topic of conversation. So let them speak about their sore point, and you will become their closest friend, at least for the duration of the conversation.

Barriers to understanding can be not only social or political attitudes, but also the cultural differences of the interlocutors. But it is important to respect the culture of other nations, so you should prepare for this kind of communication. The more you learn about your interlocutor, the easier it will be for you to perceive him.

But even the most inept speech and the most unpleasant conversation can be beneficial and become a source of new knowledge, which may be of further interest to you. Therefore, it is important to learn how to correctly perceive the interlocutor.

The ability to listen can be of two types: active and passive. Next, we consider them in more detail.

Rule 25. Let the other person speak out

Passive listening is the ability to remain silent and provide the interlocutor with the opportunity to speak. Such a hearing requires maximum patience and attention from us. On the one hand, it excludes the possibility for you to express your opinion during the interlocutor's speech, on the other hand, it allows you to learn more about your opponent, his thoughts and feelings, which will allow you to draw more accurate conclusions and outline the tactics of your further conversation.

Basic rules for passive listening:

1. Non-intervention in the interlocutor's speech.
2. Absorption of all information completely.
3. A response confirming that you hear the other person. This can be expressed with a nod of the head or cues like: "I understand," "It's very interesting."

Passive listening is used in the following cases:

- in a tense situation, emotional statements of the interlocutor;
- if the interlocutor is at a loss in expressing his emotions and feelings;
- in conversations with children, subordinates, when people are afraid to express their opinion. Attention in this case is simply necessary.

You should not resort to passive listening when:

- the interlocutor has no desire to express their opinion, in which case your silence can nullify the conversation;
- you completely disagree with the interlocutor, then it is better to honestly declare this, and not try to pretend to be consent;

- when the interlocutor needs your opinion and requires a mutual reaction;
- when the conversation flows into idle chatter that does not carry any semantic load, and depresses you. Then it is better to help the interlocutor return to the original topic and direct the conversation in the right direction.

But these methods can be resorted to only in extreme cases, when it is really necessary. It is best to make setting of yourself and your interlocutor to a dialogue, causing your opponent desire to speak out, and then listen to your opinion. This is the best option for fruitful communication.

Rule 26. Become an active listener

Active listening involves a lively and adequate response to your interlocutor's speech. When should active listening apply?

1. When you are not sure that you understand the person you are talking to.
2. When you receive a very important emotional message.

In any of these cases, focus your attention not only on the content of the statements of your interlocutor, but also on their emotional side. Try to understand what exactly your interlocutor feels at the moment and what he wants to convey to you.

Active listening means perceiving the feelings of your interlocutor, therefore, completely excludes criticism or instructions from your side.

So, for example, if your child complains that he received a bad mark, do not reproach him for this or indicate that he needs to do more. This is known to him. Try to take his position better, because he is already unhappy. Better ask the question: "Are you upset?" And then deal with the cause together. If he does not understand why this happened, try to analyze the situation together and find the right explanation for what happened. It will be much more useful. The child will not only learn to analyze errors, but will also be able to find ways to correct them in the future. He will no longer be afraid to ask you for advice and talk about his most exciting problem.

The interest you have shown in active listening leads to the fact that a person wants to tell you more and more.

Moreover, active listening is the best way to relieve stress. It is active listening that helps a person to escape from their own problems and difficulties of inability to communicate. Usually an active listener

completely switches to the problems of his interlocutor. And even if you consider yourself an inept listener or a complex interlocutor, then with an active listening, focusing all your attention on your opponent, you will find that it has become much easier to conduct a conversation and your complexes and prejudices have disappeared somewhere.

The main errors of active listening and how to avoid them:

1. No need to repeat the words of the interlocutor.

“I had a good weekend.”

“Have you had a good weekend?”

By such a question you will only show yourself as a bad listener.

2. Do not jump from one thought to another.

“I had so many problems at work today.”

- "Yes, it's hard for you ..."

- "I am so tired".

- “It looks like you have vitamin deficiency!”

With such statements of your own inference, you can confuse the person you are talking to, showing your inattention to his feelings.

3. Do not pretend to be pretending to listen carefully to your interlocutor, while thinking exclusively about your problems. Then you can be taken by surprise by your opponent’s simple question: “What do you think about this?” If you think something completely different at that time, you won’t be able to answer. So, expose yourself. The danger here is that you can miss the most important thing in the conversation, lose the thread of the conversation.

4. Do not lie. Only an honest listener is credible and self-reliant. And only by listening to your interlocutor with attention, you can hear what he is trying to convey to you.

Avoid such mistakes and learn to listen carefully and with interest to your interlocutor, to delve into what he is saying, and draw the right conclusions about what has been said.

Rule 27. Additional information

A good example of such information can be additional phrases at a greeting. So, for example, when you call someone and ask for the phone, if the person is not in place or at home, then they often answer you not in one word: "He is not there," but try to explain where the person is at a given time and for what reason may not answer the phone.

Or a greeting: "Hello, I haven't seen you for a long time." Such a greeting in advance assumes the availability of additional information. Although you can answer simply answer: "Yes, for a long time," but more often people you know or friends will definitely explain the reason, for example: "I was relaxing with my husband at holiday resort". This will be additional information.

This kind of information can be useful in maintaining a conversation. If you learn to listen to such information, you can direct the conversation in an interesting direction for you, translating, for example, a topic that is unpleasant for you, or fills out a long drawn-out pause.

People give out such additional information unconsciously. It can be easily removed from the conversation if you listen really carefully. Moreover, if you think that such information can be useful to you, then you can simply tune yourself in to its perception, focusing your attention on this. To benefit greatly from this information, you can ask suggestive questions on the topic or comment on what has been said.

Such information is also good because you can return to it at any time, referring to: "You said ..." or "Previously you mentioned ..."

Additional information usually contains information about behavior, place of residence or rest, personality traits of a person or his mood, an assessment of events or people. Often such information is colored by emotional outbursts and can be based on impressions.

In any case, such information is quite easy to extract, since it is of interest to the interlocutor. Moreover, it is very useful in order to diversify the conversation, to make it livelier, more diverse, and the form of communication is simpler and not more boring.

Rule 28. Understanding non-verbal signals

As it was said earlier, most of the information a person perceives is not from speech utterances, but from non-verbal messages of the interlocutor. Correctly interpreting such opponent messages is even more difficult than understanding words. This is because any gesture or facial expression, as well as posture, can express many different emotions.

The correct perception of such messages is an integral part of listening. How to respond to dumb signals?

If your interlocutor is a person close or familiar to you, it is best to do it all the same verbally.

To do this, you can say directly about his actions and get an answer. For example: "You frowned so much, do you dislike this topic?"

And you can express your point of view and clarify whether it is true: "Something you are already yawning, you probably got tired of our conversation, right?"

If, in response, you heard a lengthy explanation, and therefore didn't understand for yourself what exactly a person feels, then you can simply ask him to explain his behavior. For example: "Please explain what caused such a reaction?" Or: "When you spoke about your teacher, your expression changed. Don't you like your teacher? You do not get along with him? "

Not always decoding by us of sign language may coincide with human emotions. So, if a young man looks to the side, and not into the girl's eyes, then the girl can perceive this as an unwillingness to communicate openly. In fact, it may turn out that a young man was attracted by a car parked on the other side of the street.

If you communicate strictly on business or with unfamiliar people, it is best to respond to non-verbal signs without words.

For example, your interlocutor sits with his arms crossed on his chest and in a half-deployed position from you. You already know that such signs indicate that your opponent is negative, he does not perceive the information completely, and perhaps he wants to stop the conversation. This is a clear signal that you must respond to. And the best response to this signal to attract the lost attention of your interlocutor may be a non-verbal message. For example, hand over to your interlocutor any object or document, he will be forced to take it, and, accordingly, and change his pose.

In some cases, it is also useful to copy the behavior of the interlocutor.

Say, if a person shows obvious pleasure with his behavior, simply blurring in a smile, then a smile will be the best response.

And vice versa, if a person is clearly upset with something, then your smile will be completely out of place. In such a situation, it is better to remove it from the face.

In general, to adapt to the emotional mood of your interlocutor is the ability to find a common language even with the most unfamiliar person.

Rule 29. The "Nodding technique"

Knowing the "nodding technique", it can be brought to a completely conscious manifestation and skillfully used when communicating with people.

So, if you are positive and agree with the words of your interlocutor, then your head begins to nod involuntarily. This is perceived by the opponent as a sign of consent, acceptance.

At the same time, there is a direct connection between nodding and positive feelings: one causes the other. Therefore, even if you are in a neutral position or have not completely decided, then intentional nodding will inadvertently cause you to have positive feelings and help change your mood.

A nod is the best way to keep a conversation thread at a wordless level. Indeed, on the one hand, you do not interrupt your interlocutor; on the other hand, you let him understand your feelings and mood. Moreover, nodding is very useful for obtaining a positive result.

Also, a nod is the best way to fill in a pause and support your interlocutor. If your opponent is lost or embarrassed during the conversation, resulting in silence, continue to nod to him. In this case, a nod will be regarded as support.

Moreover, while you nod, you can remain silent for as long as you want. After all, it is also a sign of reflection. When we try to conjecture something, we help ourselves with a nod of our heads.

The exchange of nods is nothing more than the exchange of a positive attitude. A nod produces a mutual effect, because if you nod to someone,

that person begins to nod in response, even if you do not completely agree with your statements.

Such a technique is widely used in trade in order to convince the buyer and deserve his consent. If the seller nods in the affirmative, then he confirms your choice, agrees with you, which means he appreciates your taste and shows attention to you. This creates a favorable atmosphere for the sale and a positive attitude of the person to buy. And even if you doubt your choice, the emotional support of a skilled seller will dispel your doubts and allow you to decide on a purchase with a greater degree of confidence and good mood.

Rule 30. Listen with interest

The effectiveness of communication consists in obtaining a positive result, making a common decision on conditions satisfying both sides.

It is like a contract in which two parties participate, each of which has its own rights and obligations, and which is well structured. Any communication can also be competently built by concluding a kind of moral deal. And the necessary part of this transaction will be the ability to listen to the position of the opponent.

Any person likes to realize that the decision made during the conversation was made by him independently, that his thoughts and speeches caused a positive effect. So let's not disappoint our interlocutor.

So, for example, having got a job as an insurance agent, one of my acquaintances could not find clients, although he put a lot of effort into this. He visited personally various companies and organizations in half of the town. But he did not succeed, while his colleague was almost always in the office, and he had more than enough clients. Why, in this case, the rule "Wolf feet" did not work? Everything is elementary - just my acquaintance at that time did not have the art of communication at all, while his colleague clearly not only knew, but also skillfully used the rules of effective communication.

The basis of these rules is the ability to listen to the client, and not to impose one's opinion. Namely, at first he found out the needs of future customers and only then he selected the best insurance option for them. And it worked much more effectively than imposing their ideas. A similar rule works in business, so why not use it in everyday life?

A good listener is a person who knows how to listen with interest, he always attracts attention. So become a good listener. And it doesn't matter that you, for example, have absolutely no understanding of the topic of conversation. Let your opponent tell you about it, because maybe this topic will interest you too. Man is a curious creature, and everything new is interesting for him. And if you show sincere attention to the conversation, you will not only gain new knowledge, but also, possibly, a potential partner or even a friend.

It's easy to make a good impression on people, you just need to be attentive to your interlocutor and not interfere with him expressing his ideas. Remember one rule: to be an interesting conversationalist, you must be an interested person. And the more you are interested in others, the more they are interested in you.

Chapter 3. Learn to speak correctly

The ability to speak, as well as the ability to listen, is the ability that nature has awarded us. This ability in us was developed by parents, teachers, books. But, despite this, many people consider their inability to speak in proper way as their main drawback. How often do we encounter a situation when we want to talk about something important or just share the news, tell about our desires or make a business proposal, convince us of something or get answers to our questions etc.

But either we don't decisive enough, or we notice that our interlocutor does not listen to us and we are simply indifferent to him. What do we feel then? In this case we feel resentment and shame. But we live among people, and the ability to find a common language with them is the main task of any person. How to learn to be confident in yourself and without fear of entering into a conversation, not to shy away from communication and become a master of the conversational genre? This chapter will tell about all this. Read carefully the tips and start putting them into practice. Only by training your skills can you achieve perfection in any conversation with any interlocutor.

Rule 31. Test your speaking skills

Let's check first, can you talk so that they listen to you? Below I will give a test so that you yourself can evaluate your abilities. You must answer the questions: yes or no.

1. When you are talking, do you explain something to make sure that the listener understands you?
2. Do you select the words corresponding to his level of training?
3. Do you consider instructions and orders before expressing them?
4. If you expressed a new thought, and the subordinate does not ask questions, do you think that he understood it?
5. Do you make sure that your statements are as specific, clear and concise as possible?
6. Do you pre-think your ideas, suggestions, so as not to talk incoherently?
7. Do you encourage questions?
8. Do you think that: a) you know the thoughts of others; b) ask questions to find out?
9. Do you distinguish between facts and opinions?
10. Are you looking for ever new objections to the interlocutor's arguments?
11. Do you want your subordinates to agree with you on everything?
12. Do you always speak clearly, fully, briefly and politely?
13. Do you stop your speech in order to collect your thoughts and to give your listeners the opportunity to reflect on your suggestions and ask

questions?

If you do not hesitate to answer “yes” to all questions except 4, 8a, 10, and 11, you can assume that you have the skills of competent communication and are able to express your thoughts.

And that means that you are already halfway to success.

But even if this is so, or if your results so far wish to be the best, in any case, everyone needs to know and be able to use the rules of conversation. Further we will consider them.

The ability to conduct a conversation can and should be learned, for which it is necessary to develop the basic skills of the art of communication. In the skill of conversation you need to constantly practice, observing all the rules of conversation. And only experience allows you to become a master of communication and makes it easy to conduct a conversation on any topic.

Rule 32. Conversation etiquette

In order to be an interesting and following conversation etiquette interlocutor, you must learn the following:

- navigate the topics of conversation;
- adapt to the interlocutor;
- avoid during talking loud "I";
- take the position of the interlocutor;
- conduct communication in the circle of interests of the opponent;
- avoid conversations that are unpleasant to the interlocutor;
- choose topics of conversation that interest your interlocutor;
- be complacent, to show delicacy and to create interest to yourself;
- speak a language that the interlocutor understands, without the use of special terms and phrases;
- speak clearly and moderately loudly;
- make a pause, if it's necessary etc.

It does not follow:

- get involved in chatter;
- start talking with strangers about those, who present, gossip;
- criticize the interlocutor;
- show that the conversation is bored or tiring;
- exalt yourself and exaggerate your role;
- bore the interlocutor with their problems, etc.

In order to learn how to communicate with people, feeling easy and at ease, without effort and constraint to start a conversation and freely conduct it, preparation is necessary. But the main thing is to always remember that your behavior and speech should be natural and sincere.

You should discuss interesting topics in which you are well oriented. If the subject is asked by the interlocutor, then try to prepare for it in advance.

To revitalize the conversation and fill it with meaningfulness, you should call for help your ingenuity and sense of humor.

It is better to start a conversation with a stranger with abstract topics, for example, about weather, art, news, sports, etc. In the course of the conversation, there will certainly be a topic that interests both interlocutors.

No need to be afraid of pauses, this is a natural process. It is better to use this time to think about the next topic or to prepare questions on points of interest to you.

Starting a discussion, it is necessary to immediately determine, and if necessary, to clarify whether the interlocutors have correct and identical ideas about the topic and the concepts involved in it. Better not to argue.

A well-mannered person will not gossip and talk about his personal affairs and problems. If you are asked about this, it is best to answer unambiguously, such as: "Thank you, everything is fine" and put the conversation on the right track.

You should also not touch on topics or sensational news, which you know not reliably. If a conversation in the company is unpleasant for at least one of those present, you should stop it. It is ugly to discuss diseases, dreams, premonitions, indulge in recollections, and say long monologues. It is impolite to interrupt the interlocutor, make comments, suggest words or end

a phrase for him. Tactless are questions about marital status, material well-being, etc. A person who brags about his achievements, talent, etc. does not attract attention. It is not recommended in society to abuse barbs and jokes.

We will talk about all this and much more in more detail in the following rules.

Rule 33. About voice

The voice is a reflection of our inner state. It can convey feelings and nervousness or show confidence and determination. Note that politicians and leaders usually have a strong and vibrant voice. We are subconsciously prepared to obey this force.

To attract the attention of the interlocutor, it is necessary to work on your voice. To do this, you can take a specialized course of setting your voice. There are many exercises for voice communication and breathing, but the most important thing is that you need to know what exactly is annoying, and what, on the contrary, creates the attractiveness of your sayings.

Avoid the most common mistakes that prevent us from listening.

1. The pace of speech. The speed of our thought processes is several times faster than the speed of our speech. But, despite this, there are people who can chatter without stopping, without giving the interlocutor the opportunity to sometimes even hear a particular phrase, not to mention the fact that such a stream of information cannot be apprehended adequately. The listener has to catch up with the speaker's thoughts, and not try to comprehend them. Such a mistake leads to the fact that a person simply turns off his attention and stops listening.

The obviously slower pace of speech has the same effect if you speak too slowly, like a computer. Such tricks can be used only when you want to draw attention to the interlocutor at some point or think about what you have said. But if this is the style of your conversation, then most likely it will only cause irritation for your opponent or an attempt to "reboot" you.

Therefore, for effective communication, it is necessary to develop a moderate average rate of speech. For this, such an exercise is good: if you speak too fast, then try to speak to the beat of your steps, for every step - a word. It is the steps that will become the necessary brake on your speech. If, on the contrary, the pace of your speech is too slow, then try to stand on one foot with each pause and continue to stand until you find the right word or expression. After this exercise, the number of your pauses is clearly reduced.

2. Intonation. It is the intonation that allows us to color our speech, to focus on special points. The monotony of your speech can hide from the interlocutor the most interesting and important. A prolonged monotony can generally put the interlocutor in a dream. Therefore, intonation is important, especially where we highlight the important points of speech. To test yourself for the sufficiency of intonation, you can simply record your voice on any music medium and listen to your conversation several times. You will immediately notice this flaw. To correct it, it is necessary to break your speech into moments of special importance and focus your attention on them with the help of intonations. In the future, if you engage in such exercises, you will bring this habit to automatism.

3. Each of us has his own voice pitch, but we can still change this pitch to one degree or another. And how we use this opportunity depends on perception us by our interlocutor. So, a high voice is tender and shows a weakness of character. A low voice seems domineering and affirmative and makes a person unconsciously submit to your opinion. Too high or too low a voice can irritate the listener. Therefore, it is best not to go to extremes and monitor the voice pitch of phrases we speak.

4. Crumpled phrases. Uncertain people with low self-esteem have such a peculiarity of speech as crumpled phrases. That is, they begin their speech loudly and clearly, but at the end of the phrase they crumple its ending or simply “swallow” it. This gives the impression that the person himself is not happy that he started a conversation about it or blurted out something not that he might have wanted to conceal from his interlocutor. Such a feature interferes with the perception of speech, violates the meaning of its content and is simply annoying. Therefore, it is necessary to learn how to correctly place emphasis in your speech, and increasing your self-esteem and self-confidence will help in this.

Rule 34. Self-confidence

To show confidence in yourself, you need to get this confidence to begin with. And the support of others, as an assessment of our skills, helps a lot in this. People want to communicate with those, who know what they are saying, which means they are confident in themselves. The more you believe in yourself, the more they believe in you. It is confidence that attracts and inspires positive and fruitful communication. If a person does not know what he wants, then that means he will never receive it.

To gain this confidence, you must first believe in yourself and that you will succeed. Our rules will help in this, as well as your desire to learn, and most importantly, constant training of these skills.

Being confident in yourself means:

- believe in yourself;
- do not change their opinions depending on the opinions of others;
- know your rights and be able to defend them;
- be persistent in achieving the goal;
- be able to enjoy their achievements and admit mistakes;
- behave confidently, even if you worry;
- be able to say no if necessary;
- sincerely rejoice in the success of others, etc.

For self-affirmation, try to answer the following questions:

1. My best achievement is _____

2. I can do well _____
3. I helped others by _____
4. The best decision I have ever made _____
5. If I want, I can _____
6. People think that I can do well _____
7. What I recently learned to do _____
8. What I'm proud of _____
9. The moment that makes me most proud _____
10. The most difficult thing I did _____

Reread your answers several times and make sure that in fact you have something to be proud of and there is something that others can respect you for. So do not hide your confidence. Let it out and let it help you realize your plans and goals.

Before you decide to say something, you must be sure:

- what do you want to say;
- what do you want to say exactly that;
- what you want to say is really interesting and appropriate.

Rule 35. Preparation and mood

To achieve a positive result, self-confidence is not enough, for this it is necessary to prepare for the conversation, namely:

- determine the purpose and strategy of the conversation, analyze your motives;
- think carefully about the topic of conversation, dividing it into subtopics;
- gather information on each topic;
- think carefully through the questions;
- be creative, using various strategies and tactics for influencing the interlocutor;
- determine the most suitable time and place for communication for you and your interlocutor;
- calculate the possible results of the conversation and determine your reaction to them;
- think over your behavior, rehearse your monologue, paying attention to the pace of speech, intonation, train your gestures and facial expressions at the mirror;
- prepare mentally: set yourself up for a positive result, be confident in yourself;
- be in a good mood, smile.

Observing these simple rules for preparing for a conversation, you will achieve only positive results and get real satisfaction from communication.

Rule 36. Friendly attitude is the best means of communication

When we want to please our interlocutor, we do our best to attract his attention, and the best way to attract attention is to show interest in the problems and affairs of others.

So, for example, if we come to visit a family with a child, we buy chocolate, and when we say hello to him, we will definitely pay attention to his beautiful new shoes or a fashionable T-shirt and, of course, ask: "Who bought this for you?" And if we know that a child is fond of, for example, dolls, we will certainly start a conversation on this subject, because the good attitude of the child can only be obtained by showing sincere attention to his person.

An adult needs such attention even more, because if in childhood we depend only on our parents, then when we grow up, we fall under the influence of the world around us and depend not only on circumstances, but also on other people.

Therefore, to find an approach to a person and "rub oneself" in trust in him, you just need to show your participation.

There are standard phrases like "How are you?", "How are things with you?"

Of course, a lot depends on how these phrases are pronounced, because it is no secret that the expression - "How are you?" - has become, in fact, an ordinary greeting that does not require an answer. But if you are really interested in the interlocutor's affairs, then let him tell about them, complain about problems. Ask your interlocutor: "How does your spouse feel?", "How do children study?", "How are parents doing?" Such

questions affect the deepest strings of the heart, because the conversation is about the closest people. Such participation is pleasant to any person. This will not take much time, but it will definitely set your interlocutor up for a positive discussion of further issues.

And if you don't like something during the conversation, don't show it. Being in an excited or irritated state, you cannot restrain yourself and express your indignation, bursting out with a couple of strong expressions. Relief may come, but here is the respect of your interlocutor and his attention, you will lose forever. Therefore, keep yourself in control and do not let emotions take over.

Rule 37. Peace and harmony

Starting any conversation, you should not focus on those issues on which you initially disagree with your interlocutor.

On the contrary, try from the very beginning to emphasize issues in which you agree with your opponent. Focus on them throughout the conversation. Emphasize more often that your goals are one and you strive for the same thing, but the difference is only in the methods of achieving them.

Let your interlocutor agree with you from the very beginning. And try not to bring it to the answer “no” for as long as possible. After all, a negative answer is the most formidable obstacle to reaching agreement. If a person said “no”, then his pride will require defending this position, even if it is not entirely true. That is why it is necessary from the very beginning to direct the interlocutor towards confirmation and consent.

Only confirming “yes” and “I agree” set the opponent to a positive reaction, giving him greater confidence and the possibility of listening to your point of view. Such a position is the most advantageous, but we do not often take it, attaching great importance to our beliefs.

And even if your interlocutor is confidently trying to prove something to you, you can always encourage him to rethink his arguments if you yourself do not agree with them.

For this, phrases such as: “Do you admit ...”, “Don't you think ...” are good phrases instead of: “Are you sure?”. These phrases make your opponent think, and not doubt the right way of thinking. Feel the difference?

The well-known "Socratic method" is precisely based on receiving affirmative answers. It consists in the ability to ask such questions with

which the opponent is forced to agree. Following one after another, the consent leads to the fact that a person independently comes to the conclusion made by you, even if a few minutes earlier he was categorically against such an outcome.

Three yes answers make a person unknowingly give a positive answer to the fourth question.

Here is an example of seller questions programmed for a positive answer:

“Would you like to buy a quality product?”, “Would you like to purchase a product at the best price?”, “Would you like the price to match the quality?”

And three “yes” in the seller’s pocket. He convinced you that he really understood your need and was ready to help. And after that, he boldly offers you a model that is ideal for you, and you begin to believe in it, and therefore agree.

The meaning of using the “Socratic method” is not to repeat the obvious facts, but to establish contact with the interlocutor and get some positive answers from him, in order to eventually lead him to consciously agree with your position, and therefore, get what you want as a result.

Rule 38. The most important word

Name the person you are talking to by name. If the name of your opponent sounds in the conversation, he will treat you with great attention. The use of the name of the interlocutor significantly increases interest in the conversation. He listens with great attention to everything that follows his name, trying to understand how this is connected with him.

Therefore, when you want to focus the opponent's attention on important points, start them by contacting your interlocutor by name.

Forgetting your opponent's name or making a mistake in pronunciation, you will clearly put yourself in an awkward position. Therefore, take care in advance to clearly and correctly pronounce the name of the person with whom you are going to communicate.

People are so proud of their names that they strive to make sure that they are mentioned as often as possible.

So, several centuries ago, wealthy people paid writers for devoting their books to them. Writers and artists, politicians and journalists - all famous people struggle to keep their names in the memory of people and the history of their state.

But ordinary people who do not seek to perpetuate their names deserve to be remembered, if not forever, but at least during communication. Agree that it's nice when someone calls you by name by a person with whom you are barely familiar. But he remembered your name, and therefore, you. And this already causes respect for this person.

In business contacts, the ability to remember the right name can help solve the problem. Not in vain, when turning to a stranger for help, we most often

refer to someone whose name is familiar to you and the person you want to contact.

Do not consider it shameful to ask the interlocutor's name or even ask him to write it down if you are not able to understand his exact pronunciation by ear. Make notes for yourself next to the names, so as not to forget the important details associated with this particular person. They can always be used during a conversation.

When naming a person by name, we first show him respect. Do not forget about it. And always use this win-win technique.

Rule 39. A compliment in communication

A compliment is the encouragement of the interlocutor, expressed in the form of approval and admiration for his opponent.

It is not worth considering that only female representatives deserve compliments. Everyone needs them, because they satisfy the most important need of a person in recognition of his merits and approval of his abilities. Satisfying this need, we not only give a person a good mood, but also bring him to ourselves and further conversation.

In business communication, a compliment is a very effective tool. But not everyone can brag about complimenting. After all, the main thing in a compliment is its sincerity, timeliness and ability to express it correctly or, in other words, you need to know when and what exactly to say and, most importantly, how to do it.

To do this, you need to understand what a compliment is and how it differs from flattery. A compliment may imply an exaggeration of the dignity of a person, which he himself wants to see in himself. Flattery is a strong exaggeration of the merits or abilities of a person. For example, “You look beautiful today” is a compliment. “You always look good” is flattery. Someone will like flattery, but more often it repels with its implausibility.

Moreover, you need to understand the difference between compliment and praise. Praise is the positive mark or reward that we deserve. Rather, it is somewhat uplifting to the person making such an assessment. Making a compliment, we, on the contrary, as if elevate our interlocutor above ourselves.

That is why the most effective compliment is considered a comparative compliment. For example: "You cook this dish so well. I always cook it according to your recipe, but I have never managed to achieve such a spicy taste." And the interlocutor not only breaks into a smile, but is also ready to share the secret of preparing such a dish.

The ability to emphasize the dignity of the interlocutor and to make a compliment that can affect his feelings is already half the success.

Here are some rules for expressing compliments:

1. As we said before, a compliment must be sincere.
2. The compliment must be specific. You should clearly understand what exactly you liked in your interlocutor. "You have a very beautiful dress. It goes very well to your eyes." To learn to concretize your thoughts, subconsciously add to the compliment "because ...". You can say: "This dress is very beautiful" and conjecture: "... because it goes to your eyes."
3. In a compliment, it is better to use facts known to both parties. And if you want to compliment for something that happened earlier, then the interlocutor should first be reminded of this fact. "Yesterday's meeting made an indelible impression on me. You were well prepared for your performance."
4. A good compliment allows the interlocutor to think it even more. So, for example, by complimenting a student's successful graduation work: "Your work deserves praise," we let him think that he is really capable.
5. Successful compliment - a brief compliment containing no more than two thoughts, but falling into the very goal. "You really succeeded in this difficult task."

6. The compliment should be personal in nature, that is, be directed specifically at the person with whom you are communicating. The more you know about a person, the more clearly you can hit the target. “What a needlewoman you are.”

7. The universality of the compliment. Compliments can and should be made by everyone, even unfamiliar people, regardless of gender, age, position, etc.

8. Frequency of compliments. Everyone needs compliments, the more you are attentive to people, the more attentive they will be to you.

Mastering the art of making compliments can be pretty quick. Practice your skill every day. Set yourself up for the desire to give people a good mood. Start by highlighting in people what you yourself lack. Do not be afraid to talk about it directly and frankly.

Start with men, because it is they who are less spoiled by this kind of manifestation of attention to them and therefore will be more favorable to mistakes and mistakes. For such an experiment, friends and acquaintances are better for a start.

Never stop there, improve your skill, and you will become a true communication master.

Rule 40. Questions and answers

The ability to ask questions is the best way to show your interest in the interlocutor, to earn his trust. The right questions are the key to getting the right answers.

By showing our interest, asking questions, we allow the interlocutor to feel his importance, and therefore, to reveal himself to us.

The ability to ask questions allows you to learn to listen. And vice versa, listening to the interlocutor, we learn to ask him questions.

The one, who asks questions, owns a situation and develops it in the direction necessary for himself. Correctly formulated questions allow you to quickly achieve a positive result.

Correctly understand and feel the interlocutor helps information about him. Obtaining such information is the purpose of the questions. And the surest way to find out what your opponent wants is to ask him leading questions.

There are three kinds of questions:

- open;
- closed;
- alternative.

1. An open question begins with the interrogative word: “What,” “Where,” “When,” “Why,” etc.

With these questions, you:

- Help the interlocutor to speak out: “And what do you do in such a situation?”

- Get the maximum information: “Why did you decide to do just that?”
- You can take the lead in the conversation: “What will you do this time?”
- They are able to convince the interlocutor: "What will you say in response to my proposal?"

2. Closed questions are asked with emphasis on intonation and imply a definite answer “yes” or “no”.

Such questions allow you to:

- To achieve certainty from the interlocutor: “Do you want to participate in this work?”
- Make sure your opponent understands your idea: “Do you have enough information on this issue?”
- To clarify incomprehensible moments for you: “Do you mean the Regulation on restructuring”?
- Define responsibility: “Will you tell the leader about our plans?”
- Confirm the agreement: “Will you arrive tomorrow at 11 o’clock?”

Such questions are good for their specifics, but they must be treated with caution, without asking them in a row, because this may look like an interrogation.

3. Alternative questions imply choice and contain unions “either”, “or”.

Such questions help:

- Transfer the conversation in the right direction: “Do you want to discuss the details of yesterday’s meeting or talk about a new project?”
- To achieve certainty from the interlocutor: "Do you need help or can you handle it yourself?"

- To give the opponent the right to choose: “So is it more convenient for you to meet on Monday or Wednesday?”

In such matters, the main thing is not to put pressure on the interlocutor, focusing on the choice of only one option. Let your opponent choose the best option for him. Here, one should not use the assessment of one or another choice of answer.

Do not be afraid to be proactive in the conversation and use all kinds of questions. It is the ability to ask questions that will help you manage the conversation and get the desired results of the conversation.

Try to remember or even write down the answers of the interlocutor, so that later you can analyze them and draw the appropriate conclusions.

But do not abuse the questions. Do not forget that the art of communication is the ability to listen to the interlocutor and express your thoughts, and the questions are only auxiliary in nature, helping you better navigate the conversation and correctly understand your interlocutor.

By "translating arrows" in a conversation to another person, we shift the responsibility for what is said to him. Such communication does not bring satisfaction and deprives the interlocutor of the desire to be frank in response.

So, for example, one of my acquaintances always says: “Do you think this dress doesn’t suit me at all?” But I don’t think so, but she, but she doesn’t want to express her opinion on this matter, and she transfers the decision to another person i.e. to me. Moreover, if time passes and she still regrets that she did not buy this dress, then she always has a great opportunity to blame me for this. Personally, I no longer can be caught with such tricks, and although I love my acquaintance and want to please her, I either express my

opinion, even if she does not like it, or force her to solve this problem on her own.

Rule 41. Ask directly

The most important thing is that you yourself must learn to express your opinion, even if it may not coincide with the generally accepted or the opinion of the interlocutor. One must be able to take responsibility for the words and thoughts of oneself.

Often people try to hide their feelings and thoughts in expressions under the guise of those presented in the form of questions. This is a more common thing for women. So, for example, wife asking her husband: “Doesn't it seem to you that you don't pay attention to me at all?” - But the husband will be right; he really can't think what his wife thinks.

Therefore, in order to avoid unwanted answers, do not ask such questions.

You should talk directly about your feelings, and only then will you have the opportunity to be heard and receive feedback. Expressing your opinions in the affirmative and only on your behalf, you will be taken seriously and with understanding.

The monologue is a detailed statement of one person. The monologue prevails in lyrics, in epic, especially dramatic, genres, and there it is really appropriate.

In life, a monologue also takes place and should be used in communication, but only as an integral part of it. What are the differences between monologue and dialogue? In the monologue, one participant speaks, while others are silent, listening to the speech of the first. In the dialogue, each of the participants in the conversation makes a small monologue, and then listens to the speech of the other, and they change roles all the time. It is the change of position of the "speaker" and the "listener" that is the basis of fruitful communication.

Rule 42. Don't get carried away by saying...

Therefore, you must always comply with this rule of communication. In preparation for the conversation, keep in mind that your presentation should not turn into a long and tedious monologue.

Do not forget to pause, it is at this time that your interlocutor has the opportunity to clarify something, find out or just express your opinion.

If your interlocutor sins by striving for a monologue, then try to put the conversation on the right track, asking him leading questions.

Rule 43. Do not interrupt

For the normal course of the conversation, it is best not to interrupt your interlocutor, but few people succeed, especially when there is a clear disagreement with the opponent's opinion or because of a desire to show oneself and one's knowledge. A wise and experienced person, most likely, will not be surprised at such actions and will perceive them more likely as a positive effect of active listening.

But there are also such people whom such things infuriate. A person can either stop the conversation altogether or ask you not to interrupt him in the future, perceiving it as an insult or bad manners.

There are certain rules of good form in the ability to "correctly" interrupt the speaker, namely:

- you can interrupt the interlocutor, but only at that moment when he himself is "ready" for this;
- when this coincides with his intention to complete the answer and return the initiative to the person who asks the questions.

Such readiness can be seen in the following points:

- when the interlocutor shows in intonation the completion of his speech;
- when the interlocutor's speech is clearly prolonged and he is at a loss with the final phrase, showing with gestures that he would like to stop and change the subject;
- when the interlocutor is trying to "catch his breath" using phrases such as: "So," "Nevertheless," "Well, what else to say," etc.
- when the interlocutor pauses without finding the right words.

Do not interrupt the interlocutor:

- proactive questions that are ahead of the speaker's train of thought;
- signals such as patting on the shoulder or tapping fingers on the clock, which can be perceived as signs of disrespect or even familiarity;
- constant assent and the words: "Exactly", "That's it" in order to insert a sentence or question;
- signs expressing a desire to interrupt: quick nodding of the head, torso leaning forward, words like: "Yes, but ..", "Well ...", "Understand ...", etc.

Consider these rules and use them yourself. So, if you clearly see your interlocutor's desire to speak out, it's better to give him this opportunity without interrupting.

Rule 44. Who is right? Who is wrong?

Can you claim with one hundred percent guarantee that you are always right? It is unlikely that anyone can boast of this. After all, each person is right in his own way, and each of us has the right to our opinion.

To tell the interlocutor that he is wrong is to deprive him of his self-esteem and confidence. By such a statement, you strike at his feelings, which mean that in response you can only expect opposition, that is, a rebuff. You can convince a person of his wrongness by giving any arguments, but you will not change his point of view, since you have crossed the border of trust, injuring his feelings.

Therefore, never say to the opponent: “I will prove to you”, because this phrase is equivalent to “I will teach you, because I am smarter”. By this, you upset the balance of conversation and the right of the interlocutor to his own opinion.

Indeed, even under the most favorable circumstances, it is difficult to change a person’s point of view if he himself does not wish to. So why complicate the conditions? If you want to convince someone of your opinion or try to prove something, then you need to do it in a veiled way so that your interlocutor does not even guess that you are trying to convince him.

If your opponent made a judgment with which you strongly disagree, do not directly tell him about it. Better to say: “Wow, what is your interesting point of view on this issue. And it always seemed to me that this is not entirely true, and that’s why...” Then you can calmly express your opinion without interfering with the person thinking it over, instead of depriving the interlocutor of the confidence and desire to continue the conversation.

Each of us has the opportunity to make a mistake, but only by understanding this, you will not be able to find yourself in a predicament. Moreover, listening to the opinion of the interlocutor and expressing your own not to the detriment of his statements, you not only show due attention, but also demonstrate your frankness and honesty. Only in this way can one awaken in a person a desire to reflect on your words, or maybe realize his wrongness.

If you want a fruitful conversation, then you should not find out with your interlocutor who is right and who is to blame. Show a little diplomacy and patience, this will achieve greater results than a dispute. A similar rule should be used in all areas of human life and activity: at work, at home, with friends, children, etc.

You can learn to express your claims without causing negativity with the help of another rule called "I-utterance".

Let's look at an example. Your spouse is always delayed at work, you are worried, nervous, but you can't get him to warn about delays. Most likely, you will say: "You are late again. Well, how much can you mock me? "

And let's try to express our claim in a different form, using the following rules:

1. Always start your statement with an event. For example: "When you are late ..."
2. Next, tell us about your feelings about this: "When you are late, I feel anxiety ...". The main thing here is to express what you really feel as accurately as possible.
3. And in the end, tell about your desire in the form of a request: "When you are late, I feel anxiety. Could you warn me when you linger. "

It is this wording that allows you to neutralize the conflict, get your interlocutor to understand your feelings and, as a result, solve the problem peacefully, without resorting to accusations and quarrels.

Rule 45. Sincere recognition

Many of us, due to shyness or fear of looking ridiculous, not understanding their interlocutor, try to play along with him, trying their best to portray themselves as a “know-it-all”. However, this game is meaningless, because sooner or later your ignorance will come up, and worst of all, that it will work not at all in your favor.

How to get rid of such feelings and learn to admit being wrong?

To begin, see for yourself whether you understand your interlocutor correctly. For this you can use clarifying questions: “Did I understand you correctly?” Or “Did you mean exactly that? ..” Such questions allow both parties to find out the differences and correct inaccuracies during the conversation.

If your opponent has already understood that you are not versed in the issue, then you should not expect accusations of an inept hearing or poor awareness of the topic under discussion. It is better to immediately and honestly confess, beating your prosecutor.

So, for example, you were stopped by a traffic cop for non-compliance with traffic rules. Of course, you can start arguing and making excuses. But you must have repeatedly noticed that only a guilty plea can mitigate the punishment. And if you immediately and frankly admit that you violated the rules and then perhaps avoid punishment, because if you admit a mistake, then you repent. There are frequent cases when such a meeting ends with the wish that you next time be more circumspect. You begin to argue and prove your case, as it immediately causes a negative, because it turns out that you not only violated the rules, but also do not know them. And for this it is no longer a sin to punish.

The same goes for relationships at work and at home. After all, we demand recognition of our mistakes from children, so why do we neglect these ourselves?

Therefore, when we are wrong, let's just honestly admit it to ourselves and directly declare to others. Believe me, this will not only not cause indignation among your opponent, but will also give amazing results, useful primarily for yourself.

Rule 46. How to turn a negative statement into a positive one

Any criticism can easily transform into a constructive statement. And if you still need to focus on the opponent's mistake, then you need to do this by turning the negative into positive.

For example, instead of gloating: "Yes, your report clearly did not arouse approval from the boss. The next time you're unlikely to be assigned to do it." Support the interlocutor, saying: "You did such a job! Do not be upset, perhaps the boss was just in a bad mood." Such approval and support will cause the interlocutor to trust and favor you.

If we are angry with a child because he again received a bad mark for the test, it is better to take his position and try to reassure him with the words: "This probably happened because of your illness, because you missed so much. Dad will help you catch up, and you can easily correct the mark. And the child will not only calm down, but will also take the initiative in working on errors.

We easily notice the mistakes of others, and we just can't wait to prick them for it or laugh at them. But with a phrase like: "Wow, you again could not do this", you can only offend the person you are talking to. But if you say: "Congratulations, you did it much better than last time," then the person will not be offended, but will try to make it even better the next time.

Thus, if you do not like the behavior, words or actions of your interlocutor, you can stimulate him to positive changes by highlighting and praising the type of behavior or actions that you yourself prefer. And do not focus on errors. Better to encourage good deeds.

For example, if you don't like that your spouse constantly throws clothes, but you notice that he puts his briefcase in the same place all the time, then instead of the phrase: "You threw away your things again, I have to clean again for half a day, and this is not right place for your briefcase. I'm always tripping over it." It's better to say: "Honey, there is such a good order in your office, and the briefcase has a well-deserved personal place! But for your things there is no personal place. Maybe you are not comfortable with a wardrobe? Do you want us to buy a new one? "

Or you don't like that your friend, inviting you to some events, doesn't at all ask your opinion on his choice. It's better to show with an example what exactly you want. If, for example, he says: "I bought movie tickets, let's go?" You can say: "Why didn't you ask me? Maybe I don't want a movie at all." But it's much better to say: "Thank you for the invitation, I'm glad that you took care of our leisure. Next time I will invite you to the theater. "

Instead of contrasting: "Your classmates have long surpassed you in school," it's better to say: "Well done, son, for trying to catch up with your classmates. Maybe I can help you with something?"

If your interlocutor or partner never does what you would like, or doesn't say what you would like to hear, then often draw attention to his behavior and the words of other people that you like, admire people, who do or say so. You just do not do this in the form of a reproach to your opponent. Do this easily and naturally, without causing negative responses from your interlocutor.

So, for example, instead of the phrase-accusation: "You again forgot about our holiday. But my friend's husband never forgets about the holidays and on her wedding anniversary gave her beautiful expensive earrings. I also want such one ", it's better to keep silent, but directly on the anniversary of

their wedding, emphasize what a lovely present the friend's husband gave your former class mate.

Any expression of our feelings and emotions can be positive, if only we ourselves can tune in and learn to control ourselves. In exchange, we will only get a good mood and trust of the interlocutor, and these are the components of a fruitful communication.

Rule 47. How to turn talk in the right direction

First, you must learn to “not jump” in a conversation from one topic to another. To do this, you must:

- think over in advance all the topics that you want to discuss during the meeting, remembering that there should not be a lot of them and they should be interconnected;
- think over the logical chain of transition from one topic to another;
- prepare questions regarding these topics;
- think over your suggestions on topics;
- write down the main points that you want to discuss.

Secondly, there are rules of conduct that help to cope with the mistakes made in taking the conversation "in a different direction":

- If in a conversation you mixed your thoughts or decided to end the discussion of this topic, then you should directly tell your interlocutor so as not to look impolite.
- Let the opponent speak on this issue. At this time, you can tune in and concentrate on the topic.
- Use your homework and ask questions you have prepared in advance.
- Do not be embarrassed by such situations and be nervous. It's best to calm down, for this you can take a break or offer your opponent a break to gather his thoughts and regain his strength.
- Sometimes, unexpectedly for the interlocutor, and for yourself too, you are carried away by some new thought, forgetting the one that you have already begun to expound, and continue to develop it until another thought appears.

Such “leaps to the side” not only baffle your interlocutor, but can also make you look like a bore person, chatting about everything and about nothing. But even if your speech is interesting and capable of captivating your opponent, don’t be surprised that neither you, nor even your listener, will ever remember how, in fact, it all started and what it was said for. Therefore, it is better not to get carried away and not be distracted from the main topic of conversation.

What to do if your interlocutor does the same, clearly deviating from the topic of conversation that interests you?

“The simplest thing is to give him a hint about it.” To do this, you can directly say: "I'm sorry, but we seem to deviate from the topic."

- Or ask a leading question: "So what do you think about ..."

- You can use this moment to seize the initiative. For example, saying: “In addition to what you said, let me add ...”

- But most importantly, try to find out the reason for the transition from one topic to another. Perhaps, initially your interlocutor was not interested in the topic you were discussing, but the one he was trying to switch to. Then it’s worth letting him do it. And then again return to the topic of interest to you.

- Or maybe your interlocutor deliberately escapes the topic, because it is unpleasant for him. Then it may be worthwhile to postpone the conversation or even stop discussing a similar topic.

In any case, you must learn to understand the interlocutor and reckon with his feelings, only then you can count on a fruitful conversation.

Rule 48. Do not forget about the sense of humor

A cheerful conversationalist with a good sense of humor is a godsend. Any of us with great pleasure will communicate with people with a sense of humor than with those who always and everywhere take everything seriously. Moreover, the presence of a sense of humor in a person is determined by his level of intellectual development.

One of the best ways to show yourself as a person with a sense of humor is to enjoy the jokes of others. Another way is the ability to find something funny in any, even the most difficult situation.

Of course, you can live without a sense of humor, but it is this “sixth” feeling that brings joy and diversity to our lives. The main thing is that your jokes are suitable for situation. Therefore, do not make jokes about what you absolutely do not understand.

A sense of humor attracts the attention of others to a person. But in order to attract attention in this way, it is not necessary to pour jokes one after another, just one short joke, but said on time, is enough.

The main success of a successful joke is surprise and confidence that they will hear you, because repeated a joke twice may seem just stupid.

If your jokes do not find a response, do not despair and begin to explain them. It's better to convince yourself that your interlocutor probably didn't understand you, perhaps another time this joke will have a better fate.

But to be sure of your sense of humor, you must follow the rules of jokes:

- you should never tell a story or a joke if you do not remember its end;
- you should not replace a joke with an irony;

- the joke should not be vulgar;
- do not elevate yourself above others, using jokes from books that few have read, or films that not everyone watched;
- do not overdo it with jokes, exposing yourself "to ridicule", for this there are clowns.

Observing these rules and tuning yourself in a cheerful mood, you can always be proud of your sense of humor and skillfully use it in communication with others.

The features of human perception are such that people remember the last phrases best of all. Therefore, save the most powerful argument in the end and express it in the end.

Rule 49. How to end conversation

In order to get to the end of the conversation, not allowing your interlocutor to distract from the topic of the conversation, forcing him to listen to you, and most importantly, remember everything that you talked about, you should revive your speech. It is best perceived and remembered that is associated with personal experience. Of particular interest is something original and unexpected.

If the topic of conversation has been exhausted, and your interlocutor is still in attention, do not frantically search for new topics for discussion, it is better to consolidate your good impression and to end the conversation with dignity with the words: “It was very pleasant to talk with you”, “I am glad to meet you” , “Hope to continue communicating,” etc.

You must end the conversation gently but decisively so that the person knows that the conversation was successful. So that the end of the conversation does not look impolite, you can speak out about the interlocutor’s concluding words: “It couldn’t be otherwise,” “I am sure that now we will definitely solve this problem, but we all need to think carefully and may be meet again. Therefore, I propose to meet next week.”

To finish the conversation well means to emphasize your merits and once again confirm the favorable impression you made during the conversation, as well as to set up the interlocutor for further positive communication.

Conclusion

How to get the most out of this book?

1. The most important thing in learning any art is desire. To learn the skill of communication, you need a sincere desire to be a good conversationalist, which helps to develop in yourself all the qualities necessary for this. Set yourself up to the fact that your position: family or work, popularity among friends and colleagues, finding a common language with children and parents - all this depends on you and on your ability to communicate with people.
2. Carefully study all the rules of this book, marking for yourself the basic ones that you would like to learn.
3. Select for yourself those moments that interfered with your communication, write them out and work separately on each one.
4. Continually practice your skills and newly acquired knowledge. To do this, you can attract others, for example, connect your family. Tell your child that he has the right to punish you if, for example, you swear indecently. He will be happy to point out your mistakes.
5. Keep a diary in which you will record your results.

Do not forget that any skill can be acquired, but mastery can only be achieved through effort and constant training. Only this must be done with pleasure and a positive attitude. I sincerely wish you good luck!

About Author



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I will glad to answer your questions and use them in my upcoming books.

