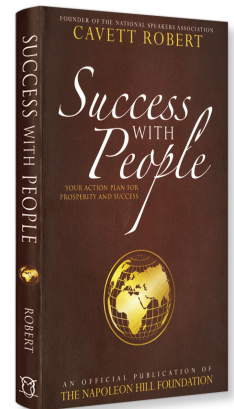


Success With People

Your Action Plan for Prosperity and Success

by **Cavett Robert**



Contents

Principle 1: People Love To Buy But They Hate To Be Sold

Page 2

Principle 2: We First Must Sell Ourselves

Page 2

Principle 3: People Are Persuaded Not By What We Say But By What They Understand

Page 3

Principle 4: How Does It Benefit Me -- Not You, But Me?

Page 3

Principle 6: Emotion Opens The Door But Logic Locks It Tightly

Page 4

The Summary In Brief

In *Success with People*, author Cavett Robert demonstrates that personal success as well as financial success in life depends on your ability to get along with other people.

Regardless of the business, industry or profession we're in, we are all involved to some extent in human engineering. Human engineering, in its simplest form can be defined as the science of dealing with people—understanding their responses, their vulnerable spots, and their “hot-button” issues.

Success with People outlines steps for how to manage and influence people in ways that align with your life goals.

No one is completely divorced from dealing in some fashion with other people. Follow the six principles identified by Cavett Robert and you will find the way to more personal power and income.

In This Summary, You Will Learn:

- The What, the Why, and the How dimensions of human engineering.
- The Six Principles that must become a part of you.
- Why people love to buy and what you need to know.
- Why it's critical to make people feel important.

Introduction

Your success in life will be determined by your ability to get along with other people. One of the important lessons in life is discovering how to sell yourself to others and get them to help you in anything you many want to attempt.

Human Engineering is the science of knowing how to deal with people. This is not discounting the importance of knowing and understanding the nature of our business, industry or profession, which is a necessity. Human engineering is the PLUS factor.

The human engineer must go to the heart of an individual's existence and understand their ambitions, aspirations and goals in life — even their yardstick of values. These are the qualities which cause the attitudes, tendencies and idiosyncrasies which eventually result in the behavior pattern of an individual.

There are three dimensions of human engineering. The human engineer's concern is in WHAT people do and WHY they do it. These are important because they lead to the third dimension — the HOW.

For example, in sales, a person may know WHAT a prospect's buying habits are. They may even know WHY the prospect follows these buying habits. But the salesperson will never be anything but an order taker until they enter the magic world of creative selling by learning HOW to cause the prospect to change their attitudes and buying habits. The salesperson can only do this when they have learned the art of motivation.

There are six principles of Human Engineering that will not only help you discover a whole new way of influencing others, but you will also come to a better understanding of yourself.

(Principle #1) People Love To Buy But They Hate To Be Sold

The great desire to acquire, the compulsion to possess, is one of the deepest human impulses known to man. Since we acquire things by paying for them, we know that people love to buy. But we also need to move to the second dimension and know WHY people love to buy.

Psychologists have told us for years that this great compulsion springs from the fact that it makes us feel important to acquire and own things, whether we need them or not.

No one is exempt from the necessity of being able to influence others. When a person begins to feel important and optimistic, they want to buy and acquire. They immediately enter their maximum buying mood.

To sell something, the first step is to create this buying mood. This is where we enter the creative world of Motivation. This is how we get action.

We all, at all times, wear a big sign, "Make Me Feel Important — Don't Rain on My Parade — Please Don't Blow Out my Candle." If you could imagine seeing this sign on a person you are addressing and make full use of it by making them feel important before attempting to persuade them, you would be far more successful in moving them to action.

When we have mastered this first great principle of human engineering, that people who have been made to feel important and optimistic enjoy accepting our ideas and buying our products, life itself will take on a new meaning.

(Principle #2) We First Must Sell Ourselves

Before selling a person an idea or product, we first must sell ourselves. Until a person first accepts us, they will not accept anything we offer. This is why that first impression is so important.

There are several basic qualities which a person must recognize in us if they are to accept us.

First, be yourself. Remember that if you can't make a good impression being yourself, you certainly will "louse it up" trying to be something you are not. Above all else, in our dealings with others, we must be natural.

Second, have a happy approach. Never forget that everybody loves to be around an optimist. Don't tell people your troubles. Take time to enjoy people. No one enjoys the company of someone who seems too busy to converse in a relaxed manner.

Third, be truly interested in the other person. Anyone who talks only in the field of their own particular interest will find that only a few doors of conversation are open to them. Convince the other person that you are genuinely interested in all that concerns them.

Never forget that before any person will accept your ideas, products, or service, they must first accept you. While you must know your product or service, you must still think people.

(Principle #3) People Are Persuaded Not By What We Say But By What They Understand

Much of this world's trouble is due to the fact that in our communications with others, we do not take the time to be sure that we are making ourselves clear.

When we first approach a person on any idea, at the beginning they will give us only about 10 or 15 percent of their attention. Our explanation must be so elementary and direct that it will challenge even this small percent of attention. Finally, as the person begins to understand us, and even begins to like us, they will become interested and consequently will give us a larger percentage of their attention.

Not only must we be simple and explicit in our dealings with others, but we must relate our explanations and stories to the understanding of the person to whom we are presenting our ideas. Different words have different meanings to different people. For example, the word "strike" expresses the ultimate aim of a bowler. To a baseball player, it's a nightmare. To the head of a labor union it signifies one thing; to the manager of a large factory it undoubtedly stimulates a different emotion.

Finally, in order to be sure that we are understood, we must also be dramatic. Throughout all history, the story has been the best vehicle to transport our ideas in an understandable and convincing way. Anytime we relate an example or a "for instance" we are, in reality, presenting a drama. Generously use stories in illustrating your points.

(Principle #4) How Does It Benefit Me -- Not You, But Me?

Our ideas, products or services are acceptable to an individual only to the extent that they feel they will benefit. This is why the human engineer never mentions features unless they follow up their remarks by translating the features into benefits.

Benefits are determined primarily by time, place and circumstances. If your timing is off, value is immediately lost. You might hear, "How I wish you had spoken to me

sooner about this."

Place and circumstances, also, are just as important when considering benefits and values.

Something might be extremely valuable to us at one time and under certain circumstances, and yet absolutely worthless to us on some other occasions. It is important for us to consider first the individual and all elements of their situation before even thinking of the ideas, products and services we might intend to offer. This is the very basis of human engineering.

Until you and the person you approach have first agreed completely upon what their problem is, you are not talking to anyone except yourself. You may be able to make a brilliant presentation on the unsurpassed qualities of a certain service or product, but until you first have fixed a need in someone's mind, your brilliance falls upon deaf ears.

Nothing that is offered has any value within itself if divorced from someone's needs. Only to the extent that it solves someone's problem has it any value at all. As a human engineer, first concentrate on the individual — his needs — his problems, then the door is open to present your ideas, your product or your service.

(Principle #5) Wants, Not Needs, Cause People To Act

Needs move a person only when they are in a state of desperation. Wants are a magic ingredient. They are emotional, sentimental; they have no ceiling, no limitation. Wants alone bring out the best within us.

Making a person want what he Needs, more than what he Wants to gratify a temporary desire is often not easy. Maybe I need more insurance for my family's protection, but can you make me want it more than I want a trip to Honolulu?

It is a great challenge to the human engineer. It's a real character sale. Everyone will respond to at least one of the five motivating factors: pride, profit, need, love, or fear. Our responsibility is to find, by testing, just which one of these factors motivates an individual most strongly.

When you have found the one responsive note, you should concentrate on this one alone. Most people are moved to action by one persuasive point.

Assume, for example, that you are attempting to interest an individual in purchasing a home. As you present an advantage directed to each of the motivating factors, you are

holding the prospect's mental pulse, watching them carefully to detect any response. As soon as you get the response, you ignore the remaining motivating factors and concentrate on the one responsive note.

A bargain is measured, not in terms of dollars and cents, but rather by how nearly something comes to solving a problem. Show me something which is tailor-made to my needs, and I begin wanting it. We pay more for a tailor-made suit, a custom-made house, because we WANT it enough to be willing to pay more.

Before people will buy, they must be encouraged to WANT what they NEED — and WANT it more than something else — even more than they want the money it takes to buy it.

(Principle #6) Emotion Opens The Door But Logic Locks It Tightly

Approximately 85 percent of the decisions in life are made by a person while they are in an emotional frame of mind and only about 15 percent are made based purely on logic. But emotion is not enough alone to ensure that a decision will be permanent. Emotion is a transitory thing — it comes and goes. As the emotion subsides, there is nothing to support the decision and hold it up. It comes “unglued.”

In the field of human engineering, every day we weigh logical reasons against emotional reasons in making decisions. You want to feel justified in buying something, for example. You begin looking for a logical excuse to do the thing you emotionally desire to do.

It is important that we are able to appraise this balance

between emotion and logic, whether we are attempting to sell an idea, product or service or we are considering the acceptance of such.

Remember This...

Persuasion is converting people — no, not to our way of thinking, but to our way of feeling and believing. The most persuasive person in the world is the person who has a fanatical belief in an idea, a product or a service.

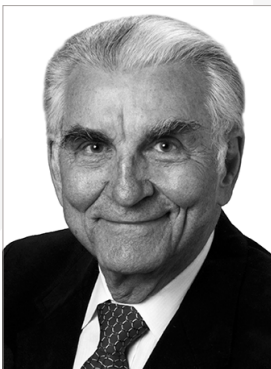
The person who completely buys into the idea they are presenting, can be practically hypnotic in their persuasive powers. That person projects enthusiasm for the idea and radiates belief in it.

The one common denominator of all great people in history is that they believed in what they were doing. The only chains and shackles that prevent any of us from realizing our life's dream are those we ourselves forge in doubt and lack of belief in what we say or do.

In 1935, Will Rogers spoke at a luncheon and offered a model blueprint for success:

“If you want to be successful, it's just this simple — Know what you are doing. Love what you are doing. And believe in what you are doing.”

The greatest principle of human persuasion is that people are persuaded more by the depth of your conviction than by the height of your logic — more by your own enthusiasm than any proof you can offer.



Cavett Robert (1907-1997) is considered by many to be the founder of the modern professional speaking industry. He graduated from Ole Miss in 1929 and obtained his law degree from Washington and Lee University. After practicing law in New York, he moved to Arizona in 1937 and established himself as a successful lawyer and insurance and real estate salesman. He began his career as a platform speaker in his early sixties and in 1972 he won the coveted Golden Gavel Award from Toastmasters International. In 1973 he founded the National Speakers Association.

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