

## How to Make People Like You in 90 Seconds

by Nicholas Boothman

### First Impressions

Open – Eye – Beam – Hi! – Lean

**Rapport:** The establishment of common ground, comfort zone, where two or more people can mentally join together. Harmonious or sympathetic communication.

- Attitude
- Ability to synchronize aspects of behavior
- Conversation skills
- Ability to discover which sense the other person relies on most

We have approximately 90 seconds to make a favorable impression when we first meet someone.

The key to establishing rapport with strangers is to learn how to become like them.

### Attitude is Everything

Attitudes set the quality and mood of your thoughts, your voice tone, your spoken words and they govern your facial and body language. In face-to-face situations, your attitude precedes you. It is the central force in your life – it controls the quality and appearance of everything you do.

When you meet someone for the first time you can be curious, enthusiastic, inquiring, helpful, engaging, and/or warm (useful attitudes). However, most people think in terms of what they *don't* want (useless attitudes), as opposed to what they *do* want, and their attitudes reflect this.

People who know what they want tend to get it because they are focused and positive, and this is reflected outward and inward in their attitude.

Your imagination is the strongest force you possess – stronger than willpower. Your imagination distorts reality and can work either for you or against you. Therefore, the better the information you feed your imagination, the better it can organize your thinking and attitudes.

### Actions Speak Louder Than Words

Your body language, which includes posture, expressions, and gestures, accounts for more than one-half of what others initially respond to. Much of this is from the neck up.

Open body language exposes the heart, while closed body language defends or protects it.

55% of what we respond to takes place visually; 38% is the sound; and 7% involves the actual words we use (visual, vocal, and verbal). All must give out the same message (congruency) to be believable.

People with similar interests have natural rapport. The key to establishing rapport is learning how to synchronize the visual, vocal, and verbal signals of another person – become as much like them as possible. Synchronizing is a way to make the other person become open, relaxed, and happy to be with you. The goal

here is not to change yourself, but to give two people time to accept each other.

### Dealing with difficult people

- Do I really need to deal with this person?
- What is your desired outcome?
- Match their body and tone, then lead them out of it
- Shy people: Unhurriedly ask them lots of open-ended questions until you get a glimmer of enthusiasm
- Try not to let more than two or three seconds go by before you start synchronizing

**Synchronizing Attitude:** Pick up on other people's feelings. Synchronize their movements, breathing pattern and expression as you 'deeply identify' with them. Tune in to the overall mood suggested by their voice and reflect it back.

**Synchronizing Body Language** falls into two loose groupings: matching (doing the same thing) and mirroring (moving as if you were watching the other person in a mirror). Movements should be subtle and respectful. Just the fact that you are noticing different types of gestures is a big step in the right direction. Synchronize overall body movements, head tilts and nods, facial expressions, breathing (it is soothing and comforting), and rhythms. If you synchronize with a person's breathing you will speak on their out breath and this has a calming effect.

**Synchronizing Voice** reflects another person's attitude. Notice the emotions conveyed by the voice tone and match it. The value of synchronizing volume is not in doing it, but in the problems if you don't do it. Talking at the same speed as someone else makes the same sense as walking at the same speed. When you raise pitch and volume you become more excited. Is the voice melodic or more pragmatic and methodical? Synchronizing with the other person's words is a very powerful way to communicate.

## Talking and Listening

Questions are the spark plugs of conversation. Stop talking and start asking.

There are two types of questions; open and closed. Closed questions can elicit a 'yes' or 'no' response, while open questions request an explanation. The best type of rapport-inducing statement is one linked to something you already have in common with the other person. For this reason and clarity it is a good idea to precede an open question with an opening statement.

Open questions begin with one of six conversation-generating words: *Who? What? Why? When? Where? How?* These starters can be enhanced with sensory specific verbs like *see, tell and feel* (related to primary sensory preference. Questioning forms of verbs tend to close down conversation, i.e. 'to be', 'to have', 'to do', because they encourage one-word answers.

Since people tend to follow your lead in offering information, it is often helpful if you offer some initial information, the more the better. Pleasing tonality occurs when your voice comes from deep down in your body.

**Active Listening:** The key to being an active listener lies in making a sincere effort to absorb what the other person is saying and feeling. Active listening is an attempt to grasp and understand the facts and underlying feelings of what is being said; empathizing.

Listening is different from hearing. Listen with your eyes and your body. This is not parrot phrasing, where the listener repeats back what the person said in slightly different forms. In active listening you try to understand and feel what the person is saying and why. Nod your head, look at the person, keep your stance open and leaning, encourage the other person verbally. Nod in agreement, use plenty of eye contact, but don't stare. Accept compliments graciously, simply, and directly; avoid being too modest or self-effacing.

Some listening don'ts: don't interrupt, don't end other people's sentences, don't complain, don't condemn or criticize. There is nothing quite so disconcerting as talking to someone who is looking elsewhere.

When talking to people find something that sets you apart and give them something to remember you by.

## Making Sense of Our Senses

Visual, vocal, and verbal are the three sensory responses people have to things. People are generally dominant in one with the other two being 1<sup>st</sup> secondary and 2<sup>nd</sup> secondary. Visuals tend to use picture words, auditorys choose sound words, and kinesthetics favor physical words. When you can figure out other people's sensory preferences, you can communicate on their wavelength.

Each group displays subtle differences in physical and mental makeup that can be indicators when you are paying attention. Visuals usually talk very fast and kinesthetics tend to talk slowly.

Visualizers tend to think in pictures and wave their hands around when talking. They frequently look up to the left and right when they speak and will use visual words that often emphasize color. They tend to pay attention to their dress and appearances. They are often trim and will usually stand and sit upright. Visuals will often be working where confident, fast decisions are needed and specific procedures need to be followed. Auditory people love conversation, but things must 'sound right' for them to tune in and give their attention. Their speech will emphasize how things sound and words will usually go together well. They have fluid, persuasive voices and move their eyes from side to side as they talk and they gesture somewhat less than visuals. They think they are sharp dressers, but sometimes don't quite 'make it'. Audis work where words and sound are the currency.

Kinesthetics need solid, comfortable, and well built things to be comfortable. They have lower, easygoing voices and gestures and their words emphasize physical actions and emotions. Their penchant for details will often frustrate visuals and auditorys who want to 'get to the point'. When speaking kinos will look down. They like texture and clothing with quiet tones and men may have facial hair. Kinesthetics work where 'hands-on' jobs are required. Physically there are two types of kinos; the superfit types for whom the physicality of touch and contact are paramount; and the laid-back, down-to-earth types who have a higher number of heavier bodies.

When asked a question, people often have to look away and access their senses to generate the answer. When asking nonspecific questions people will often reveal how they store and access information by how their eyes move. Consistent referencing of one sense is an indication of sensory preference. People looking up and left or right are most likely visualizing; left and right toward the ears are auditory responses; down and to the left indicates the person is accessing feelings; down and to the right means there is an internal dialogue going on.

When we look to the left we are remembering information, when we look right we are constructing it. Hypnotists know that if they can stop your eyeballs from moving, you won't be able to think.

Developing a knack for detecting sensory preferences means paying close attention to others – and this alone makes you more people-oriented. Successful communicators don't go out into the world every day loaded up the skills and techniques; they go out and take what they do for granted. It's in the 'letting go' that the people, things, and events in your life flow easily.

## Summing It Up

The four basic areas of making people like you are attitude, synchronization, conversation, and sensory preferences. Improvement in any area is positive and incorporating all four stages will enhance personal encounters.

Techniques covered are:

- Open – Eye – Beam – Hi! – Lean
- You can choose your attitude
- Open and closed body language
- Try to synchronize the body language, voice tone, and words of another person
- Use questions that open people up
- Determine a person's sensory preference – visual, auditory, or kinesthetic

Ranking the basic areas:

1. Really useful attitude
2. Synchronizing
3. As your conversations skills improve and you encourage the other person to do plenty of talking, you will find time to make observations about...
4. Sensory preferences.

Even if you read things 'wrong' you will do better with people because you are proactive, rather than reactive or passive; as long as you have a useful attitude.

We can harness the power of imagination to make useful assumptions. We receive so much information from our five senses that we can't possibly process it all consciously. It gets sorted into classifications and processed differently.

- The main batch of information is **deleted** from the conscious
- Another batch is **distorted** by adding hopes and fears
- The third batch is **generalized** into working assumptions

Assumptions are great learning tools, but dangerous when they lead to bias and unfair fantasies. Keep the imagination under control and use it to promote useful attitudes.