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Get your OWN WAY - EVERY TIME!

**MAKE IT YOUR 2007
RESOLUTION TO WIN FRIENDS
AND INFLUENCE PEOPLE**

Have you ever wondered why some people can seem to sell ice to the Eskimos, while other people are immediately shut down?

Getting people to see your side of the story isn't always easy, but being persuasive doesn't mean you have to be a manipulative bully. It's about being passionate and honest about what you want, without being pushy.

'Persuasion has become a dirty word, but if you're simply honest and open, persuasion isn't negative,' says Lindsay Tighe, a personal coach with Inspirational Coaching in Melbourne. 'Many people have desires and needs, but they don't communicate to get their ideas across. So they always have missed opportunities.'

What exactly are the main things to bear in mind when you want to be influential?

Listen well

● Sydney QC Chester Porter used his powers of persuasion to win many high-profile court cases. In his book *The Gentle Art of Persuasion* (Random House, \$32.95), he claims that to influence others, you have to let them have their say first. Hear what the other side thinks and feels, then ask questions - without being critical - so you can find out their worries and reservations.

You may even wish to repeat their point of view back to them, as nothing is more assuring than hearing your own views echoed back. You can then negotiate and discuss, and perhaps put some of their concerns to rest.

'Above all, always treat your opponents with manners and respect,' Chester explains.

Be honest

● 'When you talk from the heart, it's hard for people not to agree with you,' Lindsay says. 'Be clear about why something's so important to you.'

Before you begin your spiel to win someone

over, think about why getting that promotion at work or going away for that long weekend with your partner is so important.

Then simply tell it as it is. Explain what you want, why you want it, how you feel about it, what's in it for both of you and how the person you're appealing to can help. And make sure you talk *with* people, not *at* them.

**Use your 'selling' talents,
whether it's a smile, your wit,
haughtiness or natural charm.
Stay positive and polite.
Remember, honey attracts
more flies than vinegar**

Visualise

● If you don't believe you can achieve your goal, nobody else will. So find some quiet time, close your eyes and, in your mind, see yourself lying on a beach on that long weekend break, or imagine your boss congratulating you on your promotion.

Sense what it feels like, sense how happy you

are in that moment and use those feelings to motivate yourself to be as persuasive as possible.

'If there's any of doubt, that will come through in your language and demeanour,' Lindsay explains.

Put yourself in the place of the person you want to persuade. How do they benefit?

'See the world through their eyes,' Lindsay says. 'Identify what makes it seem like a good idea for them, or what they'll miss if they don't support you.' Trust your instincts, and stop when you feel you're crossing the line from persuasive to pushy. Some people hear a little voice in their mind telling them they're going too far.

Wait for signals

● If someone says no to your request and you keep trying to change their view, you're being pushy.

If their body language or mood suggests they're mildly interested, but still not completely convinced, ask them how they feel and why they feel this way. Then see if you can find a way to address these concerns and try again.

However, never be forceful. At the end of the day, always remember if you railroad a friend or colleague for the sake of a short-term win, you could lose their trust. Is what you want really worth losing a friend over?

