

Sent: Thursday, February 15, 2001 4:46 PM
Subject: SAY GOODBYE TO SHY!

Dear Aquathin Dealer On-Line;

For those of you who have attended Aquathin University, you've heard us say, "Even though Aquathin makes the very best in the industry, the customer is buying you, the salesperson, first...so you better have a good personality". Read the following article by Patrica Fripp on how to make a good personality! No shrinking violets allowed!! Enjoy!!!

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"Alfie"
Alfred J. Lipshultz, President

Master Impromptu Interactions

Author: Patricia Fripp , **Source:** A Speaker for All Reasons - January 22, 2001

Outside your home, all speaking is public speaking. Conversations on the elevator or at the water cooler can do as much to boost your career as giving a formal presentation. How do you master impromptu meetings and on-the-spot interaction?

1. **Have something to say that is of interest and topical.** Keep up with the news, and peruse your corporate report or newsletter regularly. Have two or three relevant things to say at all times. You can even "rehearse" with a trusted friend for those chance encounters with CEOs.
2. **Focus on others.** The silver bullet in business and politics is the "like factor," but it's easy to concentrate so hard on what others are thinking of you, that you forget even VIPs care what others think of them. Know what is going on in your company so you can congratulate people on their achievements or refer to a previous conversation: "How was that trip you took last week?" Your sincere interest in people will make a lasting impression.
3. **Ask questions to start a conversation.** A bright but introverted friend of mine has a gregarious wife who often drags him to parties where he doesn't know anyone. He used to sit in a corner with a drink in his hand, inspecting the carpet.

Then I showed him the question-asking technique. At the next gathering, he asked the hostess about her work. "I'm an emergency room nurse," she said. "What is your average day like?" he responded. They talked for an hour. As the couple prepared to leave, the hostess told my friend's astonished wife, "Your husband is the most scintillating conversationalist I've ever met." Moral: When you make people feel important, letting them talk about themselves and sharing what they know, you earn a reputation as a brilliant conversationalist, even if you've hardly said a word.

4. **Praise others.** For example, be sure to boast about your entire team rather than your own efforts. Say how proud you are of them and offer highlights of their accomplishments. It makes you much more likable, and the unavoidable implication is that you are a good leader.
5. **Overcome shyness.** When you find yourself in an elevator with a VIP, forget the power plays and do what would make your mother proud. Be cordial, smile, breathe deeply, and take the initiative. Say, "Good morning Mr./Ms. Big Shot. I don't know if you remember me. I am Patricia Fripp, and I work in the communications department." Then congratulate them on a recent success -- a speech, published article, award, or contract. Or mention very briefly an achievement in your department: "Did you hear how we saved the company a quarter of a million dollars?" You've got seconds to connect, so don't try to pin Big Shot down. Perhaps Big Shot will stop to continue the chat when you reach your floor, but more likely you've planted the seeds for future conversation.

Patricia Fripp is a San Francisco-based executive speech coach and professional speaker on change, teamwork, customer service, promoting business, and communication skills. She is the author of Make It, So You Don't Have to Fake It and Get What You Want! Fripp also served as president of the National Speakers Association.