

**What it Means to  
YOU....**



**to KNOW HOW to DEAL WITH PEOPLE**

**Y**OU want, for yourself and your loved ones, advantages you are not now enjoying. You want comforts and luxuries in addition to those you now have. So does everyone.

To know how to gain more of the desirable things of life is a very natural desire. It presents a problem every one of us is thinking about consciously or unconsciously, every minute of our lives. We are constantly on the lookout for "opportunity"—for something to come along that will benefit us, enrich our lives and bring us a greater measure of happiness. Ideas of happiness may differ greatly, but in the main, health . . . comfort . . . a good job . . . money in the bank . . . and good friends . . . mean happiness to most people.

We all desire to be liked by everyone. That is a protective instinct. Naturally, the more friends we have the more we are likely to be fortified against trouble. Without the goodwill of our associates, friends and acquaintances in particular, any success we achieve will be hollow, indeed.

### **Opportunity at Hand!**

The most promising of opportunities is right at your hand! In fact, it is the opportunity for you to secure your success in every way! What is that opportunity? It is your job, and its relation

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to the aims and ideals of the business in which you are working.

### **Importance of "Human Relations In Business"**

The way you deal with other people, and their reaction toward you, are vitally important factors in your work, no matter what it is. You may perform the technical requirements of your job satisfactorily, but your contacts with the other folks in the business, and with any outsiders you deal with powerfully affect your progress.

Let's take the case of any individual in the business world today. Let's suppose he is really capable and industrious—that his work is reliable, and that the management recognizes his ability for what it is worth. Let us further suppose his disposition is sour—that he is habitually discourteous, and inconsiderate of the rights of others.

He will limit his progress! The management will not consider it wise to give him authority over others. His conduct would not be inspiring—he would

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*"What a Wonderful Person!"*





antagonize, create ill-feeling and exert a wider influence for harm to the business! Particularly so, if he had direct dealings with the company's customers. Yet such a man undoubtedly imagines that because he is a dependable worker he is entitled to promotion. He will be very resentful when someone else is selected instead for the bigger job. He will feel abused—and become more ill natured than ever to his increasing disadvantage!

● Let's take the case of another individual—this time, a woman. Let's say she is a person who is interested only in getting her pay check. In her work she contacts the public. She shows all too plainly in voice and manner that she is indifferent about serving her firm, her fellow workers or customers.

● Complaints against her brand of "service" soon convince those who employed her she lacks the qualifications necessary to become a respected, important and permanent factor in the business! Will she blame herself for the difficulties she will encounter? Probably not.

● Today, on every hand—in business—in the press—everywhere—the importance of "human relations" is being increasingly emphasized. New attention is being devoted to the human element in business. It is becoming recognized as the chief factor in the success and happiness of

every man and woman. Knowing how to deal with people is important in making your job function profitably in every way to your firm and yourself.

### **The Most Valuable Asset!**

It is becoming increasingly clear that no business can thrive and prosper unless its people are working in harmony together, and with customers and potential customers. In other words, no matter what your job is or may be—and it's true of everyone else in every business—you are a **SENTINEL GUARDING THE MOST VALUABLE ASSET IN THE BUSINESS**—namely, its **CUSTOMERS**.

Your company depends upon customers for its continued success, and of course that maintains your work and your chances for advancement. By getting along well with people you smooth out difficulties and prevent friction and misunderstanding.

You must continually "sell" goodwill. Your "salesmanship" includes how you look, act and talk.

*Customers—the Foundation  
of Every Business*



As these are reflections of your thoughts—thoughts which mould your personality—they are vital factors in determining your success or failure in each contact with a fellow worker, a prospective buyer, or a customer.

## We Are All Salesmen

Everything that comprises the business of the world—business that represents billions of invested capital—would be worthless were it not for the priceless ingredient of "salesmanship" that creates goodwill and confidence. In that sense, we are all salesmen! Salesmanship is the art of dealing with people in a way that wins their friendship and patronage. It is not a mysterious gift to which only a favored few fall heir. Its basic principle is common sense, and everyone practices salesmanship to some degree.

So important is this thing called "Human Relations" that the nations of the world have always employed diplomats for the purpose of creating and preserving international goodwill and good trade relations. As with individuals, nations are sensitive! Their diplomatic representatives must be shrewd students of human nature. A diplomat is one of a nation's most valued employees.

You, too, must be a diplomat in your work, whatever it is! Business is not a lifeless proposi-

tion—it's the flesh and blood men and women in the business who make it hum! And they are sensitive beings—each must be handled diplomatically for the good of all!

It isn't a question of whether any of us like to exert ourselves to win friends and customers—we are obliged to do so in order to succeed—yes, and to find happiness!


## You Will Enjoy Them!

The HUMAN RELATIONS messages that are to be placed in your hands each week, for your personal use and advancement will contain new and intensely interesting ideas and information on this vitally important problem of *getting along well with people*. You never have read anything just like them and you will surely look forward to each new issue.

These ideas will vastly benefit you and the members of your family who will enjoy them with you. We know you will accept these messages in the spirit of helpfulness and goodwill in which they are presented.

Hand Picked for Advancement.





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85% of success is due, not to superior knowledge, but to superior personality and the superior ability to deal with others, according to exhaustive studies made at the Carnegie Institute of Technology.

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