

The Great Ones Know The Power Of Conversation

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“A conversation is a dialogue, not a monologue. That’s why there are so few good conversations: due to scarcity, two intelligent talkers seldom meet.”

– Truman Capote,
1924-1984, novelist

One of the primary differences between the masses and world-class performers is how much attention they pay to developing their conversational skills. Champions master the art of interpersonal communication. They know their success is directly proportional to the number of advocates they have in their professional network of contacts. The great ones treat their databases like sacred artifacts, because they know those lists of people are priceless. They build their network one-by-one, and stay in constant, but unobtrusive, contact with the fervor of a presidential candidate rallying support. Champions know that, if they lost everything they owned, they could pick up a phone, contact their network, and be back in business in nothing flat. The great ones are in awe of the massive power of

their network. Networks usually begin and develop through a series of conversations. World-class performers are charismatic conversationalists. They achieve this by focusing their conversation on the other people, getting them to talk about their lives. Professional performers are usually the people asking the questions and paying rapt attention to the answers. Champions focus their part of the conversation on ideas, concepts, and things of a positive nature. They refuse to discuss other people in a way that discredits them or adversely affects their reputation.

Action Step for Today: Commit to becoming a student of interpersonal communication. This single skill will do more to help you move toward world-class results than any other.

World-Class Resource: Read *How to Win Friends and Influence People*, by Dale Carnegie. This is arguably the greatest book ever written on interpersonal communication skills.