Improving Your People Skills

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*Adapted from the book by Les Giblin*

Communication Strategies that will enhance your people skills and help you get and keep more committed patients.

Rule #1.

It is human nature that people are primarily interested in themselves, not you.

# Rule #2

When speaking with people, remove the words I, me, my and mine from your vocabulary. Refer to Rule #1 Replace it with you, your, your family.

Remember that it’s not how you like your remarks, it’s how your listener/patient likes them.

# Rule #3

Make people feel important. People have an inherent desire to be recognized. The more important you make people feel, the more they will respond to you and your recommendations. How do you do this? Go to next rule

# Rule #4

Listen to them. Really listen. When you are in 100% PTC (present time consciousness), you are really listening. The way you do that is to

1. Have eye contact. Someone worth listening to is worth looking at.

2. Lean toward the person and look like you don’t want to miss a word.

3. Ask questions in response to what they are telling you.

4. Stick to the subject and don’t interrupt.

5. Use the terms “you” and “your”.

# Rule #5

Show them how they can get what they want by doing what you want them to do. For example, sticking with their care plan, having consistency, etc. How do you find out what they want? Listen to them.

## **Rule #6**

Give them reasons to say yes. They must be their reasons, NEVER your reasons. (tell people how they will benefit by doing what you want them to do).

# Rule #7

Ask “Yes” questions. “You want to be able to work in the garden again, don’t you Mrs. Jones?” “It’s important to you to be able to raise healthy, drug free children, isn’t it Mrs. Smith?”

Rule #8 SMILE!

# Rule #9

Praise them. You MUST be sincere. Praise the act...ie. “ You’ve made a great decision getting started with your chiropractic care.” “Thank you for your referral.” “You are making a great investment in yourself, Mary. You deserve it."

