



The real key to job success

# HOW TO TALK SO PEOPLE LISTEN

Sonya Hamlin

SONYA HAMLIN

---

HOW TO **TALK**  
SO PEOPLE **LISTEN**

*the real key to job success*



UNIVERSAL BOOK STALL  
NEW DELHI



## Contents

### 1 • WHAT'S THE PROBLEM? Why We Don't Communicate Well in the Workplace 1

WHAT THIS BOOK IS ABOUT 2  
How Do I Know? 3

WHY WE HAVE SUCH A HARD TIME  
COMMUNICATING 3  
Where It Begins 3  
How It Develops 4  
What We Want 5

WHAT MOTIVATES WORK 5  
Status 5  
Unfulfilling 8  
Affection/Acceptance 8  
Money/Security 10

OUR PUBLIC IMAGE 11  
What Works, What Doesn't and Why 12  
What We Already Know 13

BASIC WORK PERSONALITIES 13  
Achievers 14  
Affiliates 15  
Innovators 16  
Under the Work Types 18  
A Predominance of Achievers 19

### 2 • THE BASICS OF COMMUNICATING: Why and How People Listen 21

## OTHER IMPORTANT PUBLICATIONS

- Allan, J                      How to Develop Your Personal Management Skills
- Allan, J                      How to Solve Your People Problems
- Alsop, R                     The Wall Street Journal on Marketing
- Armstrong, M              How to be an Even Better Manager
- Asman, D                    The Wall Street Journal on Management
- Belcher, John G Jr        Productivity Plus + : How today's best run companies are gaining the competitive edge
- Black, S                     How to Plan Exhibitions and Conferences from A To Z
- Courtis, J                    The 44 Most Common Management Mistakes and How to Avoid Them
- Cummins, J                 Sales Promotion
- Denny, R                    Selling to Win : Tested Techniques for Closing the Sale
- Denton, D K                How to Give Quality Service to Your Customer
- Hosmer, L T                The Ethics of Management
- LePoole, S                 Never Take No For An Answer-A Guide to Successful Negotiation
- Peel, M                     Readymade Interview Questions
- Redmond, R S              How to Recruit Good Managers
- Robinson, D                Getting the Best Out of People
- Seldman, M                Superselling Through Self-Talk
- Stevens, M                 Practical Problem Solving for Managers



Rs60      **Universal Book Stall**

