

PEOPLE BUY PEOPLE BUY PASSION

I was given this title – and what it means to me, is that People buy from ME. In a business world where every one competes with a range of similar products and services in their own field – what makes the difference? ME! Or YOU! As a person.

People

- P** is for Posture (and gestures) – How do you use hand gestures? Sitting position? Stance?
- E** is for Eye Contact
- O** is for Orientation – How do you position yourself? In a group? One to One? In a meeting?
- P** is for Proximity – How close do you sit / stand to clients and colleagues?
- L** is for Looks/Appearance – What impression are you conveying? Does it fit with the culture of your client?
- E** is for Expressions of Emotion – Are you using facial expressions to express appropriate emotion?

Then I thought about what the word "Passion" means. I looked it up in several dictionaries.

- **noun:** strong or intense feeling or emotion
- **noun:** a feeling of strong sexual desire
- **noun:** the suffering of Jesus at the crucifixion
- **noun:** any object of warm affection or devotion (Examples: *"The theatre was her first love" or "he has a passion for fashion"*)
- **noun:** an irrational but irresistible motive for a belief or action
- **noun:** something that is desired intensely

PEOPLE BUY PEOPLE BUY PASSION

Etymology: It's a Middle English word originating from Late Latin *passion-*, *passio* suffering, being acted upon, from Latin *pati* to suffer – that's also where the word **PATIENT** comes from!

K.....I.....S.....S 

Keep It Simple and Smile

(Source – John Kalench)

DID YOU KNOW?? An adult can listen to a lecture for 90 minutes with understanding and 20 minutes with retention. (BNI formula for the agenda!) But it also shows how important it is to change pace every 20 minutes – top tip for pitches and tenders.

And finally:

"Connection between humour and health is well supported by research. Laughter lowers the pulse rate while increasing oxygen flow to muscle tissue. It produces endorphins in the blood and is directly responsible for improving moods and reducing stress." (The Times, "Lottery sends in clowns to cheer up NHS" Harlow, John, 1999)

Derian Keyms 15 April 2005