

### **The Sun and the Wind: A Fable**

The sun and the wind were always arguing about which of them was the strongest. The wind believed he was stronger because of his destructive power in tornados and hurricanes. He wanted the sun to admit he was stronger, but the sun held fast to his own opinion and could not be convinced.

One day, the sun decided he wanted the matter settled once and for all, so he invited the wind to compete with him in a contest. The sun chose the contest carefully. He pointed out an old man taking a walk, and challenged the wind to use his power to blow the man's jacket off. The wind felt this would be an easy contest to win and began to blow. To his surprise, each gust of wind only made the man cling more tightly to his jacket. The wind blew harder, and the man held on tighter. The harder the wind blew, the more the man resisted. The powerful blows of wind even knocked the man down, but he would not let go of his jacket. Finally, the wind gave up and challenged the sun to succeed in getting the man to take off his jacket. The sun smiled and shone radiantly upon the man. The man felt the warmth of the sun, and sweat began to appear on his forehead. The sun continued pouring out warmth and sunshine upon the man, and at last, the man took off his jacket. The sun had won the contest.

*Meaning:* If you push, they will resist. Your goal is to help others want to do what you want them to do and to like doing it.

Always Seek to Improve Yourself

Deep doubts, deep wisdom; small doubts, little wisdom.

—CHINESE PROVERB

When we take an honest look at our persuasion methods, we often find that what we think we need to work on and what we actually need to work on are two different things. The truth is, even in our areas of strength, there is still always room for improvement. I have never met a top persuasion professional who felt he or she had every single skill perfectly mastered. Great persuaders are always open to new ideas, and they're always

willing to look for ways to improve even the most basic skills. Remember, success starts with learning and mastering the fundamentals. If you want to become a better persuader, first master the fundamentals. Know them inside and out and cultivate the ability to execute them flawlessly. Then, as you gain mastery over the basics, you can incrementally add new tools to your toolbox. Whatever skill you are focusing on at any particular time, always be a professional and strive to be the best at what you do. Now, let's talk about the ten traits, habits, and characteristics of top persuaders.

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