

10 Great Ways to Build Barriers Between You and Another Person

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Be a Bad Listener –

Talk while you're being talked to. Think about what to say next while the person is sharing a story, information or feelings with you. Pay more attention to the person interrupting your conversation than the person you were talking to initially.

Allow Yourself to Be Distracted –

Pay attention to the people around you more than the person right in front of you. Let your eyes dart around the room. Review your To Do list in your head and think about all the other things you need to get done that day while you're in a dialogue with someone.

Jump To Your Own Story –

Forget about responding to what someone said in a way that demonstrates interest in helping that person advance, grow or succeed. Say something like, "That reminds me of a time when I..." The key word to focus on is "I."

Take a Phone Call –

Right in the middle of the conversation, take a phone call from someone. In fact, make a point to check the phone number first so they can see you think about whether the caller is more important.

Use Professional Jargon and Hazy Language –

Talk about languaging things and actioning things. Touch base with them instead of really listening and connecting with them. Talk about adding value instead of helping them fix important problems and take advantage of opportunities.

Focus on Features and Benefits –

Make your sales presentation all about you instead of what they need or want help with. Talk about your service or product instead of their situation and desires.

See Everyone as a Transaction –

Forget about the actual person. See everyone as a line item on your forecast. Make sure you don't give everything you can. Give as little as possible.

Be Late for Meetings or Constantly Change the Time of Them –

This shows that whatever you were doing or have to do is more important than what you planned with them. It will let them know that they should be honored to meet with you. Treat them like a doctor treats patients. Keep them waiting as long as possible and make no apology for it.

Give Weak Referrals –

Make sure when you give a referral you make it all about you; the fact you know another person. Don't worry about what kind of referral is considered ideal for the person you're referring to. Just pass the business card and let them sort it out.

Bonus – Get Too Chummy Too Quickly –

Forget that all relationships mature over time. They need ideal conditions to thrive. Try to create 12-year old Scotch in three months. Push and pull until you get what you want.