



# Winning Ways

A publication of

## Winning Ways

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### Winning Ways NewsBits

Upcoming talks and seminars:

"All Salespeople Please Stand UP!" – Betsy Hudson, for ewomensnetwork, Severna Park MD, on November 14, 4:30-6:30

"Fill Your STOCKING with NEW CLIENTS!" – Betsy Hudson, for NAWBO, Tysons Corner, MD, on December 12, 4:30-6:30

"Winning at Home Sales", 1st of 9 sessions – Betsy Hudson, Dulles area, on November 6, 1:00-3:30

"Got Business?!" One Day, One Page, One Plan for 2007 Success! – Betsy Hudson, Tysons Corner, on December 28, 9:30- 4:30

"Making Contacts Count" – Terry Nicholetti, on 11/15 in Tysons and 11/17 in DC.

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## The Gift of Confidence

When you approach someone, whether in a business or a social setting, do you worry about whether or not you'll appeal to them? Do you wonder what you can do or say to make yourself interesting and likeable enough to gain their attention? Or do you approach with the knowledge of all you have to offer them, eager to share?

We've all seen the difference between confidence and timidity in interactions between people. When you're meeting someone for the first time, they have a very limited supply of information about you. Everything they've heard about you from others will quickly fade in contrast to how you present yourself: not only what you say and do, but what you appear to believe about yourself. Your tone of voice and body language, as well as your actual words, will reveal the attitude you have toward yourself. If you are confident that you are a valuable person with lots to offer, the other person will be inclined to believe it. On the other hand, if you project an attitude of insecurity and fear of rejection, you will have an uphill battle to convince them that you really *do* have something worth offering. If you don't appear to believe it yourself, why should they?

Some people are afraid of appearing too confident, worried that they'll come across as arrogant. But proper confidence is not arrogance: it's simply valuing yourself at your true worth. You are a unique human being, with skills and experiences that no one else has. You can provide insight, perspective, and expertise that the other person didn't have. You have worked hard to get to where you are... don't sell yourself short.

Make a habit of cataloguing the skills and traits that you possess. One of the best ways to do this is to think back over positive comments you've received in the past. Often we filter these out: our minds seem conditioned to focus on the negative, on what needs to be improved, rather than what we're doing right. Many of us even feel guilty if we dwell too much on nice things people say about us, feeling that it's somehow rude or arrogant to accept and enjoy a compliment. But this attitude actually makes us less effective, both personally and professionally,

because it prevents us from recognizing how much we have to offer others.

Each compliment or praise we receive is a valuable nugget of information: it tells us more about how we benefit the outside world. These should be treasured, not only because they make us feel good, but because we can use them to build a more accurate picture of ourselves. Then, when we approach someone, we do it with a well-grounded knowledge of our worth. Instead of approaching timidly, hoping to be accepted, we can be confident that both of us stand to gain from the interaction.

Of course there are people who take confidence too far. We've all met people who act and talk as if they are God's gift to the world around them. They seem to believe that every person present is in need of *their* wisdom and expertise; they project the attitude that you're lucky even to be talking to them.

This is where empathy, as discussed in the July edition of *Winning Ways*, comes into play. Confidence and empathy are the two sides to the coin of effective self-marketing. Without confidence, a person can come across as timid and insignificant; without empathy, they can be seen as inconsiderate and self-absorbed. With both, though, you will be dynamic, attractive, interesting, and likeable.

The key to self-marketing can be found in this one idea: the other person *is* lucky to be talking to you... and you are lucky to be talking to them. Just as you are valuable and unique, so are they. Each of you has perspectives, ideas, experiences, and resources that can benefit the other. If you can take this one idea with you into every encounter, you will see a dramatic improvement. Instead of trying to prove you're worthy of the other person's time and attention—or of trying to show them how unworthy they are of yours—you will be engaged in a project of mutual benefit, seeking together to see how you can each best help the other. And that sells every time.

### Non-verbal cues that suggest confidence:

- Direct eye contact
- Back straight, shoulders down
- Arms and legs at rest, not fidgeting
- Smile!
- A calm, positive tone of voice
- A solid handshake