

# SMILE & SUCCEED FOR Teens

A cartoon illustration of a man with short brown hair, large eyes, and a slight smile. He is wearing a black and white horizontally striped long-sleeved shirt. He is holding a thin black pointer stick in his right hand, pointing it towards the word 'Teens' in the title.

A CRASH COURSE  
IN FACE-TO-FACE  
COMMUNICATION

**Must-Know People Skills  
for Today's Wired World**

Award-winning author of *Smile: Sell More with Amazing Customer Service*

**KIRT MANECKE**



Made in the U.S.A.

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**Summary:** A quick, easy-to-read people and business skills handbook to help middle school and high school age teens succeed in school, work, and life.

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**A portion of the proceeds from the sale of this book is donated to animal welfare.**



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# INTRODUCTION

**Smiling can be a competitive advantage—it makes every person feel a little better, and every situation a little brighter.**

—RICHARD BRANSON, FOUNDER OF VIRGIN GROUP,  
A LEADING INTERNATIONAL INVESTMENT GROUP

## **The Power of a Smile**

When I was a teen I had a successful paper route, then a lawn-mowing service. Later I worked on the grounds crew at a golf course. **Good people skills** were key to my success.

You may wonder, exactly what are people skills? How do I learn them? The good news is, having good people skills is not that complicated. This book shows you exactly what you need to know.

In today's wired world, cell phones and other electronics, texting, and email are a reality. This makes having great people skills even more important. *Smile & Succeed for Teens* is based on my award-winning first book, *Smile: Sell More with Amazing*

*Customer Service*. Written for employers and employees, *Smile* received praise not only from the business community, but also from parents and educators. “Every teen in America needs to read this book!” one parent exclaimed. “It teaches important people skills kids need to succeed in their job and in life.”

With input from a variety of teens, educators, and parents, I created a customized version of *Smile* just for you. Like my first book, the tips and techniques on the following pages are based on the same proven customer service and sales methods used by successful businesses all over the world. These techniques will help you make more friends and earn more money. In addition, I’ve added valuable information on finding and keeping a job, overcoming stress, and the benefits of volunteering.

Good people skills are essential for landing a job and succeeding in your career. Getting a job can be very challenging and frightening. *Smile & Succeed for Teens* can help you stand out during a job interview. It can help make you a superstar employee—the type companies jump through hoops to have on their team.

People skills are among the **top skills** businesses expect when interviewing and hiring. Employers everywhere are saying that young people lack the people skills critical to be successful at work.

Good people skills are also essential if you are starting your own business. Whether selling items from your garden at your local farmers’ market, babysitting,

lawn mowing, landscaping, tutoring, or working at a restaurant, you can *Smile & Succeed!*

Developing face-to-face communication skills is extremely important for young people. Personal relationships depend on them. So does success at school.

No other book presents valuable people skills customized for teens in such a short, simple format. You can read a chapter at a time and learn a new technique in just a few minutes. The contents can be read in any order. You can start today and have fun doing it!

### **THIS BOOK WILL HELP YOU:**

- Develop people skills critical to success in a wired world
- Boost your self-esteem and confidence dealing with people
- Master people skills to create successful relationships with friends, parents, teachers, and customers
- Interview like a pro and get that job
- Develop customer service and sales skills to succeed on the job
- Be comfortable and confident selling and fundraising
- Become a successful young entrepreneur
- Enjoy volunteering and working more than you ever imagined

You'll learn how easy it can be to impress your friends and family, satisfy your customers, give back to your community as a volunteer, and create donors (people who donate to fundraisers and nonprofit organizations). The quick, easy tips will help you treat people with respect. You'll have more confidence at school and work. Your new people skills will make your customers smile and come back for more. You'll be comfortable selling and fundraising. You'll notice people coming back and talking positively about you.

Now get out there and smile!





# HOW TO GET THE MOST OUT OF THIS BOOK

**THIS BOOK IS A HANDBOOK.** It's not a textbook. There won't be a quiz at the end (sigh of relief). If the ideas are new to you, you may want to take some time to digest and practice each chapter before moving on to the next. You can read straight through or consult the contents to decide which sections you want to read first. If this is your personal copy, don't be afraid to make notes and highlight important information.

The Top Ten People Skills will help you achieve success in school, work, and life. If you take away nothing else from this book, these 10 powerful techniques will help you create awesome relationships. Strong people skills produce a high degree of success in anything you do.

Take a few minutes or longer each week or month to review the entire book so the best practices become habit. Be sure to read all the chapters whether you are currently employed or not.

Some tips in this book may not seem important now, but they are. Whether or not you have a job, or will soon be working, the tips in this book will help you make more friends, and succeed in school and at work. Reviewing this book regularly will keep you sharp—and keep your friends, customers, and donors delighted!



# 1

## **THE TOP TEN PEOPLE SKILLS**

How to Make Your Friends  
and Customers Smile



## 1

## SMILE

Smile! Make it a good one. According to Malcolm Gladwell, author of *Blink*, first impressions occur instantly or within two seconds.

A smile can create a friend. It can create a customer for life. Smiling is one of the most important people skills.



A smile is powerful!

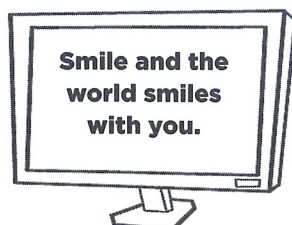
## SMILE AND SAY HELLO

This may sound basic, but you'd be surprised how many people fail to greet others, whether family, friend, or customer, with a smile. When you meet someone socially, focus on that person and greet him or her with a smile. When customers enter your workplace, greet each one promptly and politely.



## HERE'S HOW

1. **Smile.** Make it a warm, genuine, heartfelt smile.
2. **Look people in the eye.**
3. **Say "Hello!"**
4. **Speak in a warm, upbeat, and friendly manner. Be sincere.**





## THE POWER OF A SMILE

When I owned a specialty retail store, I noticed that a teenage employee, Paul, was not smiling and greeting customers properly.

I pulled Paul aside and asked, "Why aren't you smiling and saying hello to customers when they walk in?" Paul responded, "They all hate me." I assured him he was wrong and asked why he felt that way. He said he just knew people didn't like him. I reminded him that we need to greet customers properly. I asked him to review our training, smile, and greet every customer, then see what happens.

That afternoon I observed Paul from a distance. He was greeting customers with a warm smile and a friendly "Hello." I spoke with Paul two days later. I asked how he was feeling. He exclaimed, "They all like me!" I replied, "Of course they do." From that day on Paul was our leading employee. That's the power of a smile!



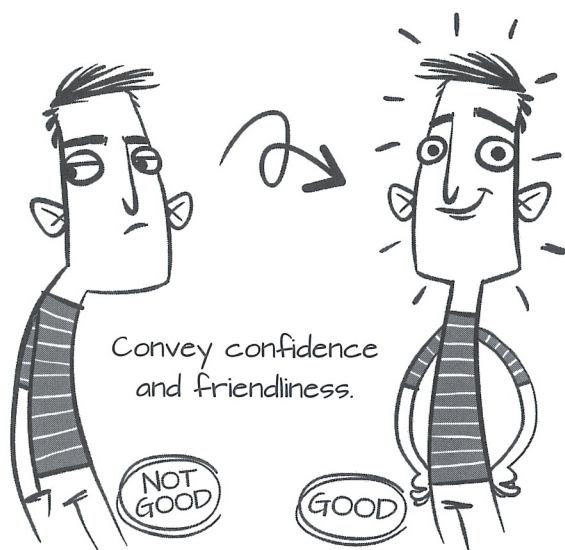
**WIRED TIP:** 😊😊😊 All of these emoticons cannot equal a genuine, heartfelt smile from a real live person!

**A smile is the curve that sets everything straight.**

—PHYLLIS DILLER, COMEDIAN AND ACTRESS



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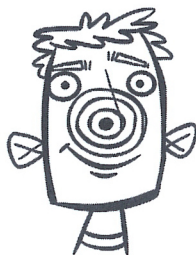


## MAKE GOOD EYE CONTACT

Eye contact is one of the best ways to make a positive impression. Good eye contact conveys respect, confidence, competence, honesty, and interest. It makes it easy for other people, including customers, to like and trust you. Looking people in the eye lets them know you are listening.

### HERE'S HOW

1. Look the person in the eye.
2. Don't stare, but don't let your eyes wander either.
3. If you feel like you're staring, look at your customer's nose (no joke!).



Look at someone's nose when you're talking to them.

4. You can also blink, nod your head, and smile.
5. Maintain good eye contact throughout your conversation.



Your parents will often want you to meet their friends. You may meet new customers at work. You may be nervous. You might feel hesitant at times because you don't know what to say. This is normal. Use each of these opportunities to practice good eye contact. The more you do it, the less anxiety you will feel.



**WIRED TIP:** Electronic communication does not require eye contact. Face-to-face communication *demands* it.

3



Put the  
phone away.

## TURN OFF THE ELECTRONICS

Your parents may bug you about turning off your phone, game, or computer. It may seem like they are being unreasonable, but they're not. If you are engrossed in an electronic device, you are not fully focused on the people around you. Cell phones, games, videos, texting, and surfing the Internet all keep you from practicing essential people skills.

Electronic devices are a huge part of our life. It's important to find a healthy way to manage their use. When used too often or inappropriately, **they can get in the way of your face-to-face social relationships.** And sometimes it's just plain rude. Give people your full attention.

**NEVER** use your cell phone or other digital device for personal use (texting, emails, phone calls, games) while at work. The only exception is if it's a tool required for your job.

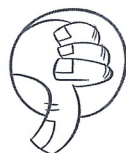
## ELECTRONIC ETIQUETTE

- Be careful. Whatever you text or post online lasts forever. Make sure it's positive and that you are always nice.
- **Photos last forever. Always ask a person's permission before taking or posting their picture.**
- If a personal email or text upsets you, don't respond right away. Wait at least 24 hours. This gives you time to think about it.
- Don't let your conversations be interrupted by text messages or cell phone calls. The exception is if it's your parents or a true emergency.
- It's okay to suggest that phones be turned off or left on vibrate when spending time with your friends.
- Don't text and drive. It's irresponsible, dangerous, and illegal in many places. If you need to contact someone in an emergency, pull into a parking lot.



### Leave your electronic devices off or silenced:

- At the dinner table.
- At important family functions.
- Anytime you are with people who want to have a face-to-face conversation with you.
- At movie theaters, libraries, restaurants, places of worship, in class, and other public places.
- At work (ALWAYS).



If you are not sure, just turn them off.



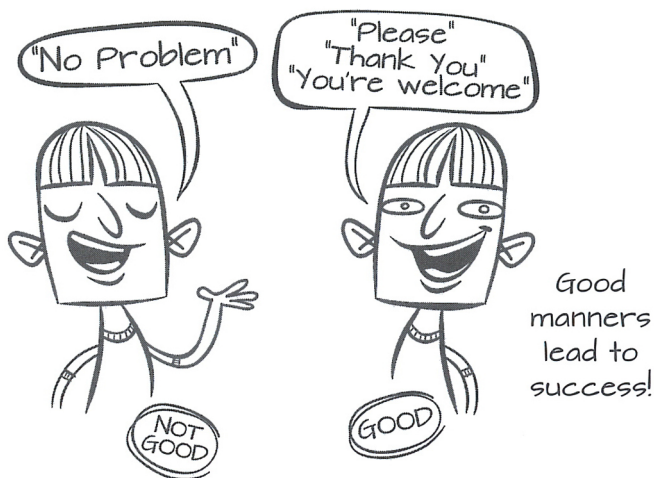


**WIRED TIP:** College admissions officers will review your social media and online profile before admitting you. Make sure your online reputation is professional and does not include questionable or inappropriate content or photos.

**The person in front of you is more important than your phone.**

—AMY CHAN, RELATIONSHIP COUNSELOR

4



## SAY PLEASE AND THANK YOU

Good manners never go out of style. They are expected in all social and business situations.

### SAY “PLEASE”

Say “Please” when you request something from your family, friends, or customers. For example, “May I please borrow the car tonight?” or “Would you please unlock your gate so we can mow your backyard?” Be sincere and genuine.

### SAY “THANK YOU”

Say “Thank you” when someone does something nice for you. These two words cannot be overused when showing your appreciation.