



1946 – Dale Carnegie Symposium
“How to Win Friends and Influence People”
The course graduates pictured at Hotel Lewis-Clark Hotel

Frank “Sully” Sullivan is pictured on top row, 4th from the right in bow tie. Other attendees noted were R.J. “Fred” Willett, Bob Zinn, Cully Bing, Bob McKinney, Mike Holman, Bert Gimerly and Rod Marsh (order not identified).

I didn’t understand the full significance that this course had on Sully until now. He had told me about the course, which he attended at the beginning of his insurance career. It is clear now that Carnegie’s course had a direct and profound effect on Sully and became his own Secret of Success.

Carnegie’s Six Ways to Make People Like You

- 1. Become genuinely interested in other people.** Sully, loved to meet people and really enjoyed getting to know them.
 - 2. Smile.** Seems simple enough, and it came naturally to Sully. He also knew that if he could get you to smile by telling you a joke, then you became friends.
 - 3. Remember that a person’s name is, to that person, the sweetest and most important sound in any language.**
 - 4. Be a good listener.**
 - 5. Talk in terms of the other person’s interest.**
- (Items 3, 4, & 5)** - When Sully met you, he worked to make a connection by repeating your name several times and asking about where you worked, where you lived, who your other family members, what your interests are and then would really listen to what you said.
- 6. Make the other person feel important – and do it sincerely.** Sully read the newspaper every day and if you saw your name, business or family member was in the newspaper, he cut it out and mailed you a copy with a person note of congrats.

Sully took these lessons to heart and made them a part of his life every day. It worked because he was sincere and it served him well in building his business over a 50-year career.