

If you argue gently, politicians will listen

I'm a sucker for a happy ending.

So in the hopes of encouraging more of them, I thought I'd share what I've picked up from hanging around council chambers lately, watching people do their damndest to turn politicians on to their way of thinking.

For the sake of a catchy title, I'll call it 'The Gentle Art of Persuasion'.

To begin, a solid argument is really the best offence, but it can fizzle through poor presentation.

I'm not talking about the nervous coin jangling or feet shuffling that can plague anyone. People are sympathetic to nervousness. They can relate to it.

Unless it's the kind that shows itself in long, rambling speeches.

So when it comes to making a point, keep in mind that brevity is beautiful.

And avoid starting out with the old "I'll be brief" line.

That's because virtually no one who begins this way lives up to the promise. For all who don't, you've just opened up by letting us down.

Not auspicious.

Instead, exceed expectations. When you think your presentation is as brief as it can be, shorten it.

And if you think there's just too much still to say, check again.

From what I've seen, people often work on the premise that a good argument just gets better with repetition.

Wrong. The objective is to change someone's mind, not lull them to sleep.

Even worse, this tactic carries the implicit suggestion that the listeners aren't smart enough to get it the first time.

It gets even worse when an argument shows every sign of flopping.

The idea then seems to be if at first you fail to persuade your listeners, hammer them into submission.

But most politicians are intelligent, sen-



Gentle persuasion
with IRENE GENTLE

tient beings who heard and understood your point the first time. Really. They are and they did.

So it's just not realistic to believe they'll awaken to the magnificence of your logic in its fourth retelling.

Equally ineffective is aggression.

Walking up to a podium and hinting that those before you are a bunch of louts who can't be counted on to cross the street on their own is not an effective way to start.

Even if that's what you believe, it's smarter to keep it to yourself — at least until after the vote has been taken.

And if possible, dress for the occasion. Anything other than old track pants will help give the impression that you didn't just roll out of bed and somehow land in council chambers.

If you care enough about the issue to show up, draping yourself in a clean outfit can only underscore the point. Now don't get mad at me for this. I'm just here to help.

Finally, do your research.

One of the best presentations I've witnessed was from a nervous young man who dug up all the facts he needed and then tossed his prepared speech away.

His pitch was short, heart-felt and fact-filled.

And powerful enough that council agreed to look into his request.

Now, that's really what you want, isn't it?



OUR READERS WRITE

THE CANADIAN CHAMPION

Local businesses really came through for Easter Seals

Dear Editor:

On behalf of the Rotary Club of Milton, I would like to thank the business community of Milton for its most generous donations to the silent auction at the annual Easter Seal Murder Mystery night.

This year the dinner, dance and silent auction raised more than \$3,000 for the Easter Seal Society.

More than 140 guests attended and participated in the auction generously while enjoying the Murder Mystery entertainment performed

enthusiastically by the excellent Milton Players.

Each year the community theatre group performs and donates a large portion of its fee to Easter Seals.

*Carolyn Keyworth, president
Rotary Club of Milton*

ADVERTISEMENT

The Right Price... Is A Value Judgement

MILTON - Have you ever attended an auction? If so, you may have heard the auctioneer begin with the statement "We're here to get as much as we can" ... But you're thinking "I'm here to buy it as cheap as I can..." What am I to bid? What will be the final price? What is a fair price?

Industry insiders have just released a new report that outlines the many facets of setting the right price before you list your home for sale.

The way buyers see your home is greatly influenced by the price you choose to list your home at. As with most major purchases, home buyers comparison shop, so it's critically important that you price

your home accordingly.

This new, *free* report will help you understand how the sale of your home is affected by the initial price you offer your home at, and the traps you'll want to avoid when setting the price for your home.

To hear a brief recorded message about how to order your free copy of this report, call 1-888-475-8645 and enter ID#1009. You can call anytime, 24 hours a day, 7 days a week.

Call BEFORE you list your home to find out how to price it right & get the most money for your home.

This report is courtesy of Chris Newell Sales Rep., Re/Max Blue Springs Realty (Halton) Corp. Copyright 1999

"The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business."

Derby Brown

ON SALE SAT. APRIL 29 TO FRI. MAY 5, 2000

bulk barn

Guaranteed top Quality!

up to 1/3 OFF SPECIALS

Thompson Raisins 3.36 kg	Billy Bee, white or amber Liquid Honey 3.50 kg
1.52 lb	1.59 lb
Turkish Apricots 5.86 kg	Nestlé Smarties 7.77 kg
2.66 lb	3.52 lb
Party Mix 6.45 kg	Fruit & Nut or Gold Mine Chocolate Bars 5.56 kg
2.93 lb	2.52 lb

PLUS 25 IN STORE SPECIALS EVERY WEEK

ON WEDNESDAY SENIORS SAVE 10% ON THEIR TOTAL SHOPPING BILL, EXCLUDING SPECIALS.

While supplies last. On advertised items we reserve the right to limit quantities. No dealers please. 1/3 off refers to Bulk Barn everyday low prices.

Milton Mall 55 Ontario St. S. (905) 693-9207

WATCH FOR OUR WEEKLY SPECIALS IN THIS NEWSPAPER

Bulk Barn Head Office (905) 886-6756



Halton Hair Studio

GRAND OPENING May 1st

Specializing in perms, colours, waxing, shaves, beards, unisex cuts

Welcomes

Chantal Sedore as our new barber/stylist. Chantal looks forward to serving past, present and new clients at:

150 Main St. E. Milton

(across from CIBC)



10% off all salon services with ad Walk-ins welcome

10% Seniors Discount