

## 11. “Utilize something in a gray area”

- This is important in both business and love

First, you have to like people, if you want to build a social network. This is obvious because friendships make up a social network. I often use a story of a bank ATM to describe social networking.

Let's say you need to withdraw \$1,000 immediately from your bank account. However, you arrive at the bank 5 minutes after closing time. The ATM's power is already off (\*a Japanese ATM is normally inside the bank). However, the representative may answer your request if you ask. This is where there is a huge difference between a machine and a person.

A man has a heart. Your decision is based on it. If the desk closes at 3pm, 3:30 may be too late. However, 3:05 may be okay for the representative in the office. In essence, a man has such variability.

An ATM machine automatically stops, “at closing time.” There is no room for negotiation. However, such a seriously strict society was built by the decisions of men. In other words, a banker may open a back door if he thinks, “this person has a real problem and looks like he's not a bad guy. I want to help him” or “We've been good friends for a long time. I'll let him come in the back door.”

It is important to liberally use an ambiguous part within a

gray area, so that others cannot quickly choose a yes or no reply. A human being automatically rejects something unwanted. A person who cannot drink alcohol chooses tea when offered a choice between tea and an alcoholic beverage. However, he will think for a moment if you offer him a choice between green tea and black tea. When a person stands irresolute for a while, how you lead them to the choice that you want is the key in both love and business.

- A person has a lot of irresolute parts

Except for obvious likes or dislikes, every human being has a lot of irresolute parts. The process of choosing one out of two options is decision making which is actually based on some kind of reasoning. Everyone follows such patterns of thinking. A human being is a banker, not an ATM. Therefore, actively negotiate with others. If what you're requesting is impossible by any means, then the answer will be, "no," but there is always a possibility of hearing a, "yes" if you hear, "hmmm..."