

Weekly Column
Korean Newspaper



Melvin University
and Me

Good personalities

Statistics show that 95% of people who subscribe to life insurance are moved by the personality of insurance agents rather than the insurance content itself.

Some people are good at sales, but many are not. In fact, such sales, or insurance. In addition, there are many cases of hesitation to buy things. I'd say I'm part of that kind.

When I was a seminary student, I had experience in sales as a part-time job. I've sold books and sold things. I wanted to earn my tuition. Furthermore, I had no experience in the field. In the end, I couldn't sell any. I found it very difficult to sell something to a complete stranger.

I think it reminds us that "rapport" is important in words that we know well. It also means mutual understanding, trust and cooperation. Rev. Melvin, who motivated the establishment of Melvin University, also wrote about this in a letter to lay pastors. What he's talking about is good rapport. It was said to be a tool to open each other's hearts, but he expressed harmony, familiarity, and even similarity.

Personality that makes others feel bad, personality that doesn't care

about other people's rights, personality that always disagrees, personality that always creates discord. It is said that there is an enough chance of failure in this nature. On the other hand, people who are good at negotiating with others and harmonize are more likely to succeed. In other words, it is very important to develop personality and character.

I've read Stephen Covey's book a few times over again. His conclusion was about characters. To emphasize this, in many ways, I have heard many illustrations.

Can a good personality be developed? I think it's possible. I think that personality and attitude can change, even if personality does not change. Furthermore, I think this is one of the reasons for studying and training. Usually, when you look at people with bad personalities, you find that they were not like that, but they are because of the situation and environment. Of course, it's often used by students, but there's a saying called Teachable! It is a concept used as a person who can be taught or as a person who accepts teaching well. When selecting staff from a team, they also use the initials FAT: Faithful, Available, and Teachable.

Then why is a good personality so important? First, it is very beneficial to yourself. There are times when you don't, and you become very hurtful to yourself. Therefore, it naturally appears in relationships with others, causing double wounds. Furthermore, the number of people suffering from triple and quadruple work increases as they show distorted expressions and behavior in all relationships. How sad it is for us to live in harm's way when we are supposed to help people!