**Building great rapport**

Sales are often built on our ability to build relationships with customers and for this we need rapport. This is more than small talk. It is more like a common understanding between 2 or more people.

This module will help you to-

* Build rapport
* Inspire customer confidence
* Adjust your style to match your customer

**Pacing and leading**

If you have ever noticed people in rapport they behave in a very similar fashion. Two friends at the bar may be standing identically. They don’t know they’re doing it, but it just happens. We can engineer this to some extent over the phone. Like all rapport skills it demands great attention to detail. Listen carefully to how the customer is speaking.

• How fast/loud are they speaking?

• Are they cheerful or very serious?

• Are they formal?

• Are they using technical language?

From this you can take your own lead and adjust your approach so you match theirs. The customer will not realise what you have done, but the conversation will immediately feel more comfortable.

**Remember the details**

Everyone likes to be remembered-it makes us feel special, so if you have spoken with a customer before try to remember the details. It’s a small thing that makes a big difference and could provide a useful shortcut to rapport.

**Speak their language**

We all have a preferred way of processing and presenting information. Some of us need to see stuff, some of us need to hear stuff and some of us need to feel stuff! It’s part of our makeup and we give clues to our preference in the way we speak.

• Someone who likes to see stuff will use visual language like “This looks good”

• Someone who likes to hear stuff will use auditory language like “This doesn’t sound right”

• Someone who likes to feel will use kinaesthetic language “I’m not comfortable with this”

**Sell the right benefit**

* Understanding our customers better can help us to identify the right benefits too.
* A visual person- It looks brilliant and it has a great display
* An auditory- The sound is really clear and it makes a nice “click”…
* A kinaesthetic- The keypad is really sensitive

How can you present your products?

**1st Impressions**

If we want to inspire trust and confidence in our customers we need to get it right from the start. Before you take or make the call ensure that you can focus just on this customer. Have everything you need to hand.

Scrabbling around or a working pen or a piece of paper, or the information you need could undermine all your good work in the eyes of the customer.

Start the call with a lively and enthusiastic greeting. You should be please to get this call and you need to sound it!

**Pacing and Leading**

The pace and volume of our speech should mirror that of the customer. We instinctively talk at a pace that is comfortable for us.

Consider:

* A customer who talks slowly could become confused by a fast talking sales person.
* A customer who is talking at speed may be in a hurry and could feel frustrated or patronised by a slow talking sales person
* Take your lead from the customer.

**Tag questions**

We can use questions to build rapport or commonality. Questions on the end of statements that make disagreement difficult.

E.g-Rapport building is really easy, isn’t it?

Here are some more tag examples-

-Didn't you?
- Isn't it?
- Have you?
- Will you?
- Won't you?
- Haven't you?
- Wouldn't it?
- Don't you agree?

**Speak their language**

We need to match the language we use. If a customer uses jargon then we can. Rapport can be reinforced through using phrases the customer themselves has employed and although they might not notice, sub consciously they will appreciate it.

**Visual, Auditory and Kinaesthetic**

Most people have a preference for how they process information-Visual, Audio and kinaesthetic. Look at the table below for some phrases and words to look out for. If you can present information in a way that the customer likes to process it then you have a real advantage.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Phrases** | **Words** | **You say...** |
| **Visual** | * *I see what you mean*
* *I have a hazy notion*
* *Show me what you mean*
* *You’ll look back on this and laugh*
 | Appear, Aspect, Clarify, Dark, Demonstrate, Expose, Flash, Hindsight, Glimpse, Illusion, Perspective, Show, Spectacle, Fantasy, Mirage | *Do you see what I mean?**Would you like to look into other offers?**Picture the situation…* |
| **Auditory** | * *We are on the same wave length*
* *That rings a bell*
* *That’s music to my ears*
* *We are living in harmony*
 | Alarm, Articulate, Ask, Discuss, Earshot, Gossip, Harmonise, Hear, Listen, Loud, Mention, Music, Tune, Eloquent, Synthesize | *Does that ring a bell?**Have you heard about our new deals?**Listen to this for a spec list…* |
| **Kinaesthetic** | * *Keep in touch*
* *I can grasp what that idea*
* *She is a warm-hearted person*
* *They are just scratching at the surface*
 | Affected, Cold, Firm, Flow, Gentle, Grasp, Grip, Hold, Hard, Heated, Hunch, Impact, Touch, Feel, Rough | *I get what you mean**Let’s see what we can get hold of…**How would that feel?* |

**Key Learnings**

• Create a great 1st impression

• Be alert to the customer’s style and adjust yours accordingly

• Match your pace and tone to theirs

• Use tag questions to build commonality

• Identify how your customer sees (hears or feels) and use the right phrases yourself.

This has kindly been supplied by Rob Wilkinson

More courses available here <https://www.callcentrehelper.com/tag/cheat-sheet>