

# BUILDING RAPPORT

# INTRO TO BUILDING RAPPORT

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- **Common Sales Mistakes:**
  - Focused too much on the technical aspects
  - Not focused on build a connection
  - Not focused on selling emotionally
  - Come off as un-relatable







People buy **emotionally** and  
justify their decision **logically**



# INTRO TO BUILDING RAPPORT

- **Rapport:** Building a human connection with someone and making them feel comfortable

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- **Universal Rules of Building Rapport:**
  - 1) You must feel comfortable with yourself & other people
  - 2) They must feel comfortable with you
  - 3) Because both sides are comfortable, selling improves



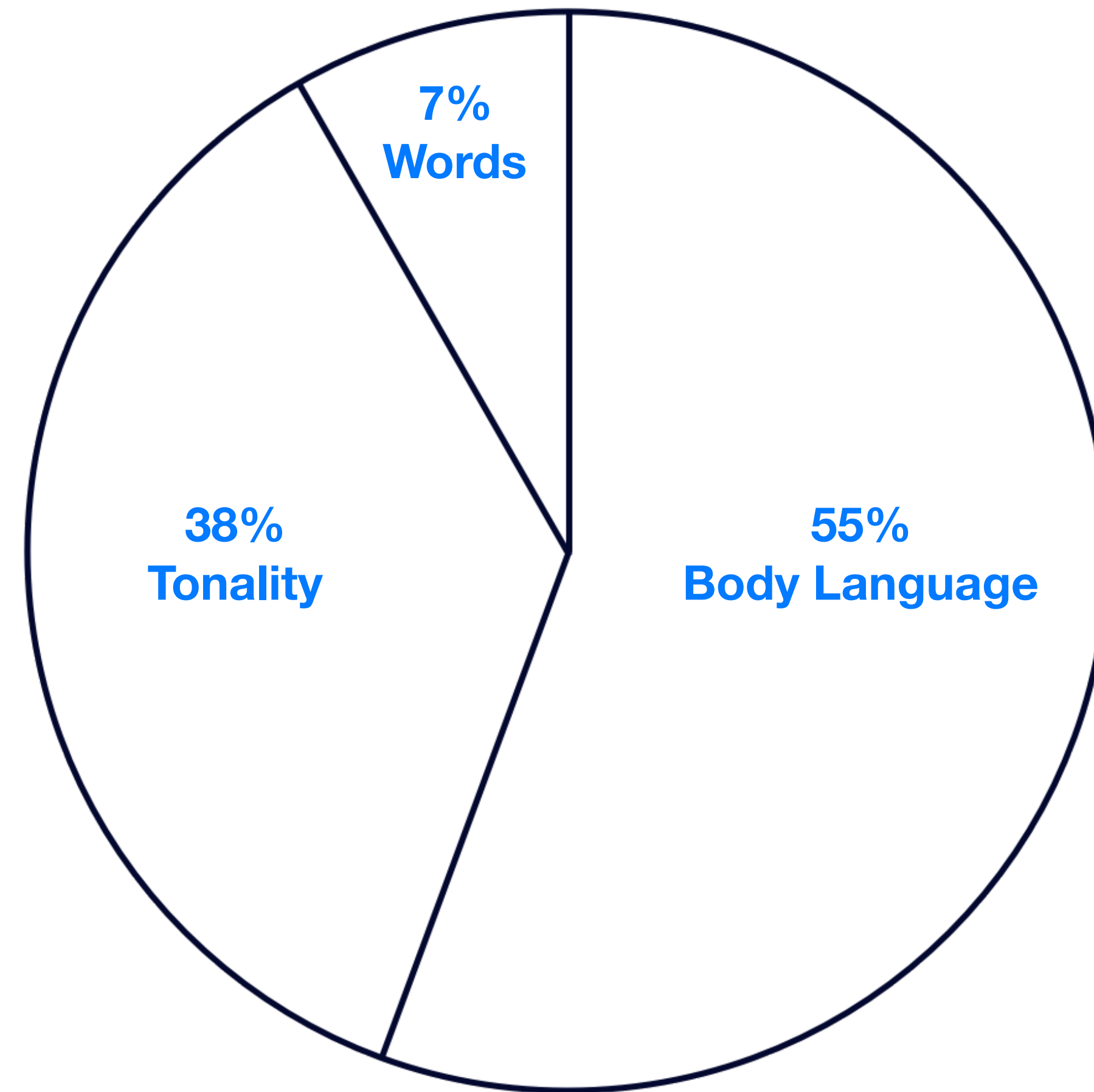
# INTRO TO BUILDING RAPPORT

- It's not what you say, it's how you say it
- Read their body signals and align your behavior to their behavior
- Example: "PATRICK!" or "I love you."
- It's not about the words you say, it's how you say them!

# ELEMENTS OF COMMUNICATION



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It's not what you say,  
it's how you say it.



# ELEMENTS OF COMMUNICATION

- **Body Language:**
  - Live example of bad physiology. How sales people make cold calls. Go deeper into example.
  - Good example of physiology. Sitting up straight, shoulders back, and confident.

# ELEMENTS OF COMMUNICATION

- **Tonality:**
  - Pitch
  - Pace
  - Volume



# ELEMENTS OF COMMUNICATION

- **Words:** what you actually say
  - **Visual** - like to visualize things, big picture, speaks fast
  - **Audio** - wording is very important, speak slowly, and chooses words carefully
  - **Kinesthetic** - speaks from the heart, speaks very slowly, more mindful of how they feel about what they are saying and how it makes mothers feel

# MIRRORING & MATCHING



People feel comfortable with other  
people who act and look like  
themselves

# MIRRORING AND MATCHING

- People feel comfortable with other people who act and look like themselves
- You want to mimic a persons body language, tonality, and words to make them feel comfortable
- How they sit, how fast they talk, what words they use
- This all takes place in the person's subconscious

# MIRRORING AND MATCHING

- **Mirroring and Matching Example:**
  - Come into someones office for a sales meeting
  - Shake their hand (match it)
  - They ask if you want coffee. Ask if they are having coffee.
- **Subconsciously**
  - Do I like this person?
  - Do they make me feel comfortable?
  - is this person *like me*?



# MIRRORING AND MATCHING

- **Concern, what if they figure out I'm mimicking them?**
  - Typically people can never tell
  - They just feel like you're just like them
  - I used to go to coffee shops with the goal to meet people and nobody can tell

# INSTANT RAPPORT

# Instant Rapport

- Once you practice and become comfortable with Building Rapport, you'll be able to build Instant Rapport
- Instant Rapport: build an automatic connection in the first 5 seconds of meeting someone
- I lived in Thailand without knowing anything about Thai culture. After 4 months, I picked up a couple key phrases but more importantly picked up the body language and tonality. Even though I was a foreigner, I wasn't always treated with a negative stigma of one
- Even when it comes to dating, language is not a barrier when you can communicate with tonality and body language