

Super-Fast Rapport

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

- A Card Member who talks slowly could become confused by a fast-talking Travel Consultant.
- A Card Member who is talking at speed may be in a hurry and could feel frustrated or patronised by a slow talking Travel Consultant.
- Take your lead from the Card Member.

Using 'Tag' Questions

We can use questions to build rapport or commonality – these are questions on the end of statements that make disagreement difficult. Like this:

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

E.g. There is a direct American Airlines flight to Boston, have you thought about taking this one?

Here are some more tag examples:

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



Speak Their Language

We need to match the language we use. Rapport can be reinforced through using phrases the Card Member themselves has used and although they might not notice, sub-consciously they will appreciate it:

- Be alert to the Card Member's style and adjust yours accordingly.
- Match your place and tone to theirs.
- Use 'tag' questions to build commonality.
- Identify how your Card Member 'sees' (hears or feels) and use the same phrases yourself.