

## Rapport Techniques

Use the worksheet below to identify rapport-building techniques you already use as well as some new ones you might like to try. You can also write in a few techniques that aren't on this list.

**Warm greetings.** Greet your customers with enthusiasm to make them feel welcome.

**Personalized service.** Try to learn your customers' interests and preferences so you can make them feel special.

**Say thank you.** Let your customers know that you appreciate their business.

**Make the first move.** Initiate contact with customers by greeting them first rather than waiting for them to come to you.

**Learn and use customer names.** This makes customers feel special by letting them know you are focusing on them as an individual.

**Tell customers your name.** Rapport is a two-way street, so customers will feel more comfortable with you if they know you by name too.

**Find something in common.** We tend to like people who share our interests.

**Focus on one customer at a time.** We all know that customer service can be hectic when things get busy. Even so, try to be fully present with each customer so they don't feel ignored.

**Follow up.** A great way to show customers you care is to follow-up with them after providing service. Was everything okay? Is there anything else they need?

## What other techniques have you used?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_