

GLOSSARY



Building a Rapport with Customers

With Myra Golden

Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
acknowledging concern	Tool that helps create rapport with customers; shows you understand and empathize with a customer's concern
customer service	Taking care of a customer's needs, concerns, or problems in a friendly, professional manner
fond farewell	A friendly goodbye given at the conclusion of a customer service call or face-to-face exchange
pace your customer	Technique used in rapport building where you use the customer's language, avoid correcting the customer, and provide backstory
pacing	Mirroring the body language or verbal expression of another person as a way to build agreement and rapport
rapport	Harmonious relationship where people involved respect each other's feelings and communicate well
rapport building	Establishing a positive connection with a customer
steps to build rapport	Actions taking to help build rapport with a customer include talking enthusiastically, using the customer's name, and being an active listener