

Social Engineering

The Top Ten Techniques for Building Quick Rapport with
Anyone

Robin Dreeke

The Book



The Author

- Robin Dreeke, 15 year FBI Veteran.
- Lead trainer for Social Engineering and interpersonal Skills in the FBI as well as head of the Behavioral Analysis Program.

1. Establishing artificial time constraints

- Allow the person being targeted to feel that there is an end in sight

2. Accommodating nonverbals

- Ensure that both your body language as well as your voice is non-threatening
- Head tilt
- Have a lower chin angle
- Have a genuine smile
- Hands open
- Body blading

3. Slower rate of speech

- Don't oversell and talk too fast. You lose credibility quickly and come on too strong and threatening.
- Hand-writing exercise
- The faster your rate of speech the easier you lose credibility.
- Slower rate of speech builds credibility.

4. Sympathy or assistance theme

- Human beings are genetically coded to provide assistance and help. It also appeals to their ego that they may know more than you.
- Third-party reference
- Require assistance an item you need to purchase

5. Ego suspension

- One of the most effective techniques.
- Do not build yourself up, build someone else up and you will have strong rapport.
- False statements (mis-statements)

6. Validate others

- Human begins crave being connected and accepted. Validation feeds this need and few give it. Be the great validator and have instant, great rapport.
- Validation Techniques
 - Listening (Do not interject your own ideas)
 - Thoughtfulness (be careful, good luck for the exam)
 - Validate thoughts and opinions
 - Validate thoughts and opinions correctly and you can even provide your own suggestions

7. Ask... How? When? Why?

- When you want to dig deep and make a connection, there is no better or safer way than asking these questions.
- They will tell you what they are willing to talk about.
- Also:
 - Minimal encouragers
 - Reflective questions
 - Emotional labelling
 - Paraphrasing
 - Pauses
 - Summarise

8. Connect with quid pro quo

- Some people are just more guarded than others. Allow them to feel comfortable by giving a little about you. Never over do it though.

9. Gift giving (reciprocal altruism)

- Human beings are genetically coded to reciprocate gifts give. Give a gift, either intangible or material, and seek a conversation and rapport in return.

10. Managing expectations

- Avoid both disappointment as well as the look of a bad salesman by ensuring that your methods are focused on benefitting the targeted individual and not you.
- Ultimately you will win, but your mindset needs to focus on them.

Practical Exercise

- You have to request the following information from an any individual on campus, whom you have never met before:
 - What are they studying?
 - Which year of study are they in?
 - Which school did they go to before they came to Tuks?
 - Full name
- As a bonus question: date of birth.

Tips to remember for practical exercise

- Use a third party reference to initiate the conversation.
- Establish an artificial time constraint in your opening sentence
- Use a slower rate of speech to appear less threatening.
- If you are really struggling.
 - Use the sympathy or assistance theme.

References

- It's Not All About "Me": The Top Ten Techniques for Building Quick Rapport with Anyone. R Dreeke
- <http://www.amazon.com/Its-Not-All-About-Techniques/dp/057809665X>