

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Have Better Rapport

By Gemma Bailey

Have you ever wanted to instantly get onto someone else's wave length? How is it that you can

spend time with a person and despite knowing that you have similarities or common ground, you just don't click with them? And yet someone else you've never met before in your life, could be as easy to chat to as your long lost best friend. Of course, there are also those who could talk to you for hours, when all you want to do is get away– but they seem to fail to pick up on the signal!

The answer to these mysteries is rapport. Studies of how people communicate in congruence with each other tell us that 55% of our communication is done so via our physiology (what we are doing with our bodies) 38% is via our voice tonality and only 7% of our communication is done so through our words.

Whist this is generally well known, what people fail to understand is how to utilise that information. Many have studied body language and draw certain conclusions from that. For example, I've heard it said that those who fold their arms are being defensive– but what if they just have belly ache? Due to the fact that we are all different and each an individual, should we not instead be calibrating on the physiology that is displayed to us? For example, if someone has their arms folded when they are in a particular state (e.g. confusion) when they next fold their arms we can conclude that they are returning to that same state.

So how can we properly utilise this enormous 55% of physiology in a way that will effectively influence our rapport with others. In NLP we use a skill called Matching and Mirroring. Basically this means that you make subtle changes in what you are doing with your body so that you gently and gracefully take on the same posture, gestures and expressions as the person you are communication with. This is a very easy and a very discrete skill to use– one of the most powerful ways of getting into rapport with another using your physiology is to pace your breathing with the person you are communicating with. If you can get the physiology part right then you're already 55% of the way to being completely on that person's wavelength.

Now what if you are on the phone and are unable to get good rapport using physiology? Well tonality is the next most successful way. So is the person speaking high, low, fast, slow, loudly, or softly? In order

How To Have Better Rapport

to match and mirror using your voice tonality you must use your voice in a similar way to the person you are communicating— but never try to match someone's accent you'll never be able to do it! We know that words are responsible for 7% of the communication so you can also begin to match the content that is being discussed, or use the same particular words or phrases as the person you are talking to.

Now what about when you've got rapport and want to break it? Just do the opposite of what it says above!

Gemma Bailey is qualified hypnotherapist and NLP Master Practitioner. She is based in Hemel Hempstead, Hertfordshire and has helped many clients and patients throughout South East England. For more information on Hypnotherapy, NLP therapies and Life coaching, visit

<http://www.gemmabailey.co.uk>

Instant Rapport: The Key to Sales Success

By Della Menechella

Did you ever meet someone with whom you just clicked? Someone who was so much like you that you practically knew what he was thinking? How comfortable did you feel with that person? Did you trust him? Chances are that you have very high rapport with that person.

Rapport means harmony between people. When people share rapport, they speak the same language. When people don't have rapport, it is as if one person is speaking Greek and the other person is speaking Chinese. There is no common understanding.

RAPPORT AND SELLING

Sales research has shown that over 90% of the sales process is based on having a good rapport with the prospect. You may have the best coverage for your client and you may represent the most reputable firm(s), however, if you don't have rapport, your prospect will find a reason to buy from another agent.

We usually develop rapport easily with people who are like us. It is very difficult to understand or feel comfortable with people who are not like us. We perceive them as strange. We judge others based on how we see the world.

Before we can try to talk about how we can satisfy our prospect's needs, we have to get him prepared to listen to us. We do this by getting him to trust us — by developing rapport.

BUILDING RAPPORT

How do we develop rapport? Most independent insurance professionals realize that rapport is an important part of the sales process, so they try to develop rapport with their prospects before trying to

How To Have Better Rapport

"sell them." They try to establish a common bond by engaging in small talk. Unfortunately, only 7% of the words we use to communicate get through to others. However, 38% of our tonality and 55% of our physiology or body language are communicated very effectively.

One of the most powerful ways we can develop rapport is through physiology. There is a technique called mirroring which allows us to develop rapport very quickly. What you do is mirror the other person's physiology or body movements. If the person leans back in the chair, you lean back. If the person crosses her legs, you cross your legs. If the individual sits forward, you sit forward. Your goal is to get your prospect to feel comfortable with you being there so she will be open to what you have to say.

Mirroring is very subtle. Wait several seconds before shifting your body to match your prospect. Mirroring is a continuous and fluid process so as your prospect moves around, you continue to change your body movements to remain in rapport. One word of caution — don't mimic. If your prospect scratches her nose, don't follow or she may realize what you are doing and get very insulted.

PRACTICE MAKES SALES

The technique of mirroring takes practice to learn effectively. Try it on your family and friends so it becomes a natural skill for you to use. When you become proficient at using this technique, your prospect will not realize what you are doing. He will only feel extremely comfortable with you because you are so much like him.

Remember, 90% of the sales process is rapport. Use the technique of instant rapport and watch your closing ratio soar!

Della Menechella is a speaker, author, and trainer who inspires people to achieve greater success from the inside out. She is a contributing author to *Thriving in the Midst of Change* and the author of the videotape *The Twelve Commandments of Goal Setting*. She can be reached at

della@dellamenechella.com

. Subscribe to free Peak Performance Pointers e-zine – send blank e-mail

to

mailto:subscribe@dellamenechella.com

.

Instant Rapport: The Key to Sales Success
How To Create Instant Rapport with Anyone
Four Common Rapport Building Mistakes and How to Fix Them
How To Gain Rapport

Winning Sales Letters Always Build Rapport.– Here's How...

Forum Fortunes – Make a Living with Online Forums

Forbidden Psychological Tactics



This Free E–Book has been brought to you by Natural–Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!