

brilliant tips

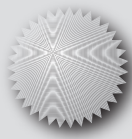
Here are ten top tips to establish and build rapport:

- 1 **Lobby in advance:** telephone and email someone so you build the connection early.
- 2 **Do the chit chat:** generally speaking, we tend not to dive straight into the business conversation. I was once training some business people from Brazil and they were telling me that it is thought rude in their country if you do not do what we describe as the 'small talk' in the UK for at least 45 minutes!

Avoid 'so, how's business?' – it might be terrible right now and get you off on the wrong footing!



- 3 **Share personal information** and find out more about their other interests: find out what makes them tick. People are 1,000 times more interested in themselves than they are in you (or your product or service). When you have discovered things –



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- 4 People buy from people who are like themselves: **be like them**. You do this by closely identifying how they move, and speak and then copy them subtly. This idea is called matching and mirroring.
- 5 **Listen, listen, listen**: and then listen some more.
- 6 **Ask questions**: it shows you are interested and following the thoughts of the buyer.
- 7 **Look as though you are interested**: demonstrate curiosity through attentive body language, e.g. smile, nod or grunt!
- 8 **Be friendly**: I was in an audience recently and was amazed at the easy and straightforward way that the speaker lost his audience by being deliberately provocative and unfriendly.
- 9 **Lighten up and laugh**: Nothing is more powerful than humour when it comes to building rapport quickly. Laughter is the spark that can ignite interest and cordiality between you and the person you are influencing; it is hard to laugh with a person and not feel comfortable around them. Some salespeople take their job far too seriously! So, lighten up! If you make them laugh, they may just buy!
- 10 **Finally – get to the point!** State your objective and why they should listen. Avoid clichéd and insincere reasons like saving money, increasing productivity, and other transparent and ineffective reasons they have heard from many salespeople before you. Prospects and buyers do not enjoy wasting time by playing games.

Excerpt taken from *Brilliant Selling* by Jeremy Cassel and Tom Bird