

Greeting-Building Instant Rapport

You have 30 seconds when initially meeting prospects to convince them to do business with you. You have less than 10 seconds if your first contact is over the phone. In order to get out of the blocks with your prospect, you must become a master of instant rapport.

The best way to become a master of building instant rapport is to model the behavior style of the High Influencer - Steady (I/S) or Relaters. The behavior traits of a Relater include extrovert or introvert, relational, warm, outgoing, friendly and non-threatening (see Behavior Style Selling).

Once you have spent some time getting acquainted with your prospect, it is important to blend your style with theirs. Until then, it is best to style your initial approach after an I or I/S.

Remember that the prospect is trying to determine whether you are:

- Honest
- Trustworthy
- Ethical
- Genuine
- Competent
- Knowledgeable
- Threatening
- A good listener
- Aggressive
- Pushy
- Too passive
- Caring
- Sincere
- Pleasant to do business with
- Interested in helping them
- Out to make a fast buck

With that in mind, within a few seconds of the initial contact with your prospect, you must convey that you are:

- Honest, Sincere
- Trustworthy, Ethical
- Competent, Hard Working
- Non-Threatening
- Caring
- Putting their needs first!

How do you accomplish all of that in such a short time? Demonstrate those values with your attitude, words and actions. In general, consumers still perceive salespeople as lacking integrity, and are wary of any that exhibit aggressive, self-serving and dishonest behavior.

The good news is that if you are an honest, ethical, morally sound person, you are way ahead of the game. If you take the first step to convey your values in a credible way, you'll separate yourself from and eliminate 90% of your competition.

Conveying Your Values

There are simple, easy ways to show your values without waving a banner in front of your prospect. It has to do with what you say and how you say it. For example:

Check Appropriate Box			
I Currently Do This	I Need to Improve or Do This	Action	Conveys
		1. A warm friendly smile or (via telephone) in your voice	Friendliness, sincerity, genuineness
		2. A solid, engaging handshake	Competence, confidence, interest on your part to do business
		3. Direct eye contact	Integrity, nothing to hide, Confidence
		4. Voice inflection – vary pitch & pace when speaking	Sincerity, genuineness
		5. Asking questions about them	Interest in getting to know them and meeting their needs
		6. Active listening (repeating what you heard them say)	Concern and value for their needs, interest in serving them, sincerity and caring
		7. Not talking over them or interrupting	Putting their needs above yours, professional
		8. Conducting business on their terms 9. (no call, back later, or not at all)	Valuing them, non-threatening
		10. Honoring personal space – (time/distance) prospect wants	Valuing them, non-threatening, putting their needs ahead of yours

