

Building Rapport in Sales – Make a Good Impression!



It is often a matter of empathy and trust whether we choose a product or a service from A or B. We are more likely to choose people whom we like. In fact, every salesperson knows that, but still many immediately present the features and advantages of their products instead of taking time to build rapport. This first step of the sales process is decisive for success in sales.

The goal of building rapport is to establish a contact with the customer and leave a good impression. It is about creating a **'feel good' atmosphere** for the customer to ensure that the customer gets comfortable. Sales relationships are sometimes decided within the first few seconds. If the salesperson appears unfriendly to the customer, he will already have lost. However, if he makes a good impression, he will get a vote of confidence. Also, in this phase the salesperson can find out what is important to the customer and what motivates him or her. Building rapport is not easy for every salesperson. What do you have to respect?

'Sales' is a matter of attitude! The salesperson must be in a good mood before he approaches the customer. Therefore, he needs a positive attitude about his business and his customers. It is often more important 'how' something is said rather than 'what' is said. **Body language and facial expressions** often say more about a person than 1000 words. A good salesperson has his body language and his spoken words in balance. This will result in authenticity and create trust.

Be surprisingly different! 'May I help you?' - 'No thanks, I'm just looking around.' This standard question automatically results in a standard reply by the customer. It is better to find a different start for the conversation to signal to the customer that he or she is welcome (see the yellow box).

Building Rapport – How to Start a Conversation:

- Have you been looking for ... for a long time?
- What is most important to you?
- Why is it important to you?
- Which products have you used so far?
- Would improve your situation?
- Take your time looking around. Give me a signal when you need further information.
- Can I offer you a drink/something to try/...?

A recipe for success is **'active listening'**. By asking questions and listening carefully to the customer, the salesperson shows real interest in the customer. It is also practical and advisable to summarise the customer's details. When you take notes, the customer realises that you are willing to deal intensively with his or her needs.

Empathy and trust are being fostered on an **emotional level**. Top salespeople have learned how to have an impact on the emotions of the customer.

Would you or your salespeople like to improve your skills in the area of building rapport and the other steps in the sales process? **BEITRAINING®** can help you!

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Quotation of the Month

'As long as you are talking, you won't find out anything.'

Marie von Ebner-Eschenbach

International MicroLearning Conference in Salzburg BEITRAINING® Explains Usage

How effective is MicroLearning? How can it effectively be measured? How can both be optimised? To find answers to these questions, MicroLearning 5.0' took place on July 7 and 8, 2011 at the University of Innsbruck.



Andreas C. Fürsattel, CEO of **BEITRAINING®** International, was guest speaker for a top-class professional audience, talking about how **BEITRAINING®** uses MicroLearning for intensifying knowledge. We consciously rely on the combination of attended training programmes and E-Learning with the support of KnowledgePulse® developed by Research Studios Austria.

MicroLearning with KnowledgePulse® revolutionises vocational training by reinforcing learning at the desk with easy and little time effort.

For additional information, go to:
www.knowledgepulse.com



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