

Unconscious Rapport Skills

One tool that we can use is unconscious rapport strategies to help us get there and those rapport strategies really come through three major classifications. Oldest style that they teach in like the Dale Carnegie classes and in Sales school 101, talk to somebody briefly about a common interest, if you have. You know so that works real well.

We tend to gravitate towards people who are like us, and we bond quickly with people that have certain categories and certain characteristics that we hold dear. Old school way of doing it and you know the downside of that is you end up talking to your prospects. If you see a big fish on their wall you know, "you must love fishing." And if you love fishing to that is a good thing but if you don't you just sound like every other salesmen that those walking in there.

Second way is by strategically joining the conversation that is going on in the client's head. So if you can tap into what they are thinking about, what they are dreaming about it. Either by good questioning, or just by such an in-depth familiarity with what it is that they are up against. So the more that you work with Fortune 500 executives or business owners of small professional services Corporations or people who run construction plants or doctors or affluent retirees or recent retirees, any group of people. The more you specialize in them the easier you are going to be able to get strategic rapport number two. Which is joining the conversation that is going on in their head.

The third way is through physical matching and mirroring what they are doing. And getting in sink with their body language. So physically matching and mirroring what people are doing is a very good way. Because when you do that you are communicating unconsciously, your unconscious with their unconscious and you are sending out messages that, "I'm just like you. We are together." And you can do that regardless of whether or not you have anything in common with that person at all because the unconscious mind doesn't see all of the labels that our conscious mind frequently sticks there.