



These newsletters are sent on the basis we need to be reminded more often than we are told. So here goes...

Are you more interested in other people than you are in yourself?

Being interested in other people is part of your success.

Do you engage people personally and intellectually? If you do, then you start to build rapport.

**Rapport is a time when the prospect is qualifying you.**

To see if they will do business with you.

These are things to think about in the rapport-building process:

- Rapport is delicate, and you must understand it before you can be personally engaging.
- Rapport is exchanging information of personal **value**.
- Rapport is about insight into the person and their personality.
- Rapport is getting an understanding of the other person.
- Rapport is the ability to start the engagement process.
- **Rapport is a learning time about them, not talking/boasting about you.**
- Rapport is asking – then creating dialogue around the answer.
- Rapport is permission to smile, even laugh, without doing so at someone's expense.
- Rapport is your chance to establish yourself as someone they would like to get to know better and maybe even do business with.

**What's the secret to building rapport?**

There isn't one.

But key actions from you are being friendly and approachable.

And ask the right questions because that's how you find the LINK.

Something you both like and know about.

The moment the link is realized, rapport deepens.

It may be any of these.

**Family, Occupation, Recreation, Money. (FORM).**

Whatever it is, it's personal and business gold.

Story exchange, smiles, mutual good feelings, and emotional thoughts and memories.

Once you have built some personal rapport, it's time to get to business rapport.

Start with a career question – maybe something about length of service, the best accomplishment, goals for future success – and then say something about your business career.

And finally get right to the point.

**I tell my prospect, "The reason I asked for this call was to find out..."**

Notice the word FIND. Not TELL. You want people to buy not be sold to.

Building rapport means preparation. You need to know what questions to ask. How to look round an office to spot family pictures. How to do a search online.

**How to like and be interested in other people more than you are interested in yourself.**

So, as part of building rapport with you.

How am I doing so far?

*Boyd*

[www.greatlegalmarketing.co.uk](http://www.greatlegalmarketing.co.uk)

Boyd Butler

Email: [boyd@greatlegalmarketing.co.uk](mailto:boyd@greatlegalmarketing.co.uk)

Telephone: 0844 502 1631