



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

RELATED COMPETENCY CATEGORIES:

- **Communication—**
Advances the abilities of individuals and the organization through active listening supported with meaningful oral and written presentation of information.
- **Professionalism—**
Projects an image of maturity and integrity that creates credibility.

Rapport: Becoming a Trusted Advisor

SUMMARY

In this module, you will examine four phases of client trust and learn rapport development techniques with prospective and new clients. You will also review the ways to maintain and grow client rapport with ongoing account relationships and create a plan for sustaining client rapport in the future.

CONTEXT

Building client rapport is like an investment in your sales future. Buyers are much more likely to buy from individuals who they believe they can trust, and with whom they have individual rapport. Rapport-building starts with your first contact with the prospective client. Actions that you take in the earliest stages of the selling process tell the customer a great deal about your temperament, organizational skills, and commitment to follow-through. With established accounts, you are always in an environment of change, so you need to be meeting new people in the decision-making process, establishing a wider range of contacts, and continuously strengthening the rapport that exists with your current contacts.

At the completion of this module, participants will be able to:

- Build trusting client relationships
- Enhance rapport with existing accounts
- Develop rapport with new accounts

“We are evaluated and classified by these four contacts: what we do, how we do it, what we say, and how we say it.”
—Dale Carnegie