BUILDING RAPPORT WITH ANYONE

TEAM ABHISHEK



Disclaimer

Unauthorized duplication or distribution of this eBook in any form is strictly prohibited.
The material contained in this publication is provided for information purposes only!

The author assumes no responsibility for the use or misuse of this ebook, or the financial loss sustained to persons or property as a direct or indirect result of using this ebook.

We cannot guarantee your future results and/or success, as there are some unknown risks in business and on the Internet that we cannot foresee.

The use of our information should be based on your own due diligence, and you agree that the author is not liable for any success or failure of your business that is directly or indirectly related to the download and use of our information.

Please do not copy, reproduce, or distribute without written permission from the author

Copyright © 2020 by Abhishek Gupta
All rights reserved

What do you mean by building a rapport and why do you need it?

Working as a businessman, salesperson or any other profession that deals with direct interaction with the client, requires you to create a comfortable atmosphere for work and a healthy relationship with them.

Therefore it is essential to build a rapport with them.

A rapport is a harmonious relationship between people where there is a proper understanding amongst them.

It would be best if you built a rapport with your clients as:



- It helps to gain your client's trust.
- It helps to bring you in their good books.
- It will also help you to gain their respect.
- It increases sales.
- It will be profitable for both you and your client in the long run.



How to build rapport?

1. Do your homework about the client beforehand.

Research or gather information about your client before calling or meeting them in person.

This will help you to know about the person you are going to deal with, and you can even prepare yourself accordingly.

You can make use of LinkedIn to research about them. You will get to know about how they like to be dressed, what is their educational qualification, where did they work previously and which school have they studied in.

This kind of information will help you to understand them better.

2. Try to understand your client's persona.

Every person, according to their designation and role, has different expectations and priorities.

Try to understand your client's expectations.

Listen to them carefully; realise what the things that matter them a lot in their personal and professional lives. **eg.** A manager would be concerned about strategies that could help in improving them.

At the same time, a sales executive would be more interested in figures and statistics, whereas a business analyst would pursue some other goals.

Understanding your client's persona helps you to connect with them more efficiently and can lead to successful business relationships.

3. Appreciate your client's



Who doesn't like appreciation?

While you are interacting with your clients on a cell phone or in a meeting, you must try to identify an essential point in them and appreciate them for it.

It will help to relate with them and connect efficiently with them.
This way, you can quickly build a rapport with almost anyone!

4. Do not initiate with regular questions

When initiating the conversation, do not merely ask regular questions like how are you doing because you don't want to sound boring.

Try to ask some right questions like **"How is the weather in Jaipur?"**

Also, listen carefully to the way the client is answering your question.

Make sure they don't find the conversation annoying, and if they do, change your problem and move to a different topic.

5. Shift towards your motive after the casual talk

Do not spend too much time on rapport building and sidelining your primary motive of beginning with the conversation.

Once you are done with the rapport building art, find the right moment and begin with the business talk.

Always maintain a balance between striking relationships with your customers and then doing the business. Their clients admire such people who are good at this.

6. Bring in a little bit of humour sometimes

When we are building a rapport and trying to strike a relationship with the customer, it is good to use a little bit of humour sometimes. You can crack a little joke and make a lighter mood for a better conversation



About us



Life coach **Mr. Abhishek Gupta** aims to help people take a leap of faith into enhanced productivity. A believer of deep learning and sustained growth, Abhishek Gupta created a niche for him in the world of self-help and public speaking. His accolades are a testament to the incredible life skills he helped people master.

The lack of mentorship that hampers growth is the reason he says he started with https://reteachable.com/ so that he can mentor businesses & individuals all over the world for their faster growth

A certified Hypnotherapist & an NLP Master Practitioner, Mr. Abhishek Gupta has graced several organizations as a guest speaker, featured in live shows on national TV shows, worked with many celebrity trainers and trained numerous professionals till date.

You can get his productivity course for free (Use the discount code "forbes") at his website https://aforabhishek.com/

And connect with him on
https://www.instagram.com/lead_with_abhishek/