



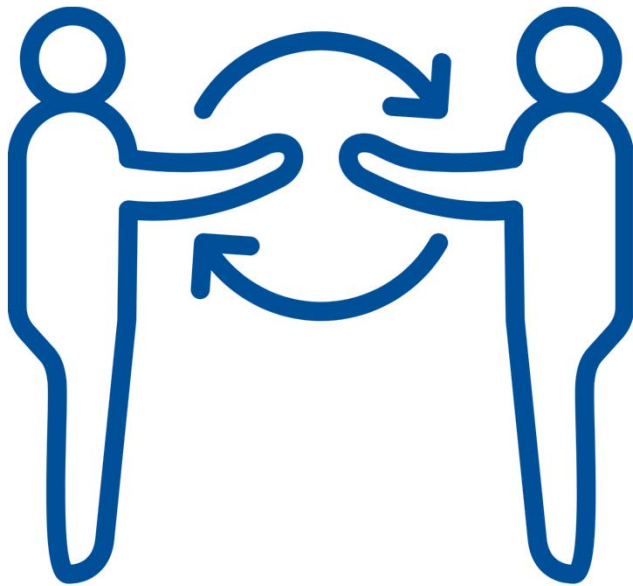
# **BUILDING RAPPORT**

**Presented By:**

**Mary Kay VanGorp**

# BUILDING RAPPORT

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- Harmonious Relationship

- What is rapport?
  - Relationship
  - Agreement
  - Mutual Understanding
  - Mutual Respect
  - Empathy
  - Trust



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# BUILDING RAPPORT

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- How do we create harmony?
  - Active Listening
  - Empathy
  - Approachable



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# OPEN-ENDED QUESTIONS vs CLOSED

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- Open-ended questions
  - Why | How | Tell me more about...
- Closed-ended questions
  - Answered by 'yes' or 'no'



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# THE APPROACH

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- Instant Buddy
  - Friendly or emotional connection
- Guru
  - Logical or knowledgeable experts
- The Combination
  - Friendly and knowledgeable connection



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# THE PRESENTATION

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- Make your member feel important
- Use testimonials
- Senses emotions
- Speak in your member's language
- Be enthusiastic
- Ask clarifying questions – check your members temperature



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# JUST BY ASKING

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- o Simply asking for the business will increase your productivity by 70%.
- o And, it makes your day so much more fun



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# ASK?

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- WHY should we ask?
- WHEN should we ask?
- WHO should we ask?



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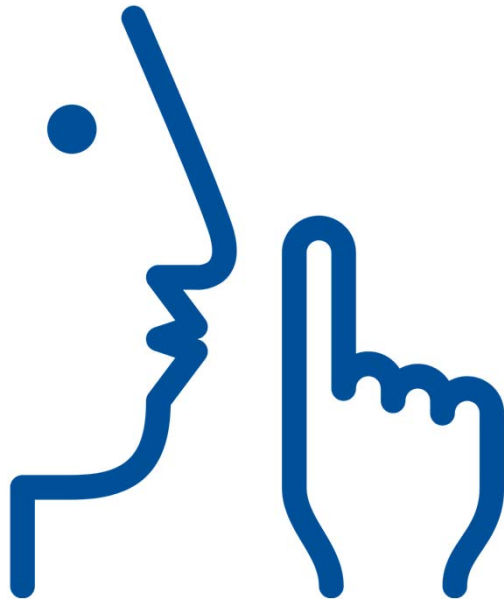
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# RESULTS

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o What do you do after you ask for the business?



o .....ssssshhhhhhhhhhhhhhh!

o Simply be quiet



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# FEAR OF ASKING!

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- Don't be scared to ASK for the business!
  1. Fear of objection
  2. Fear of being too pushy
  3. Lack of knowledge
  4. Lazy habits



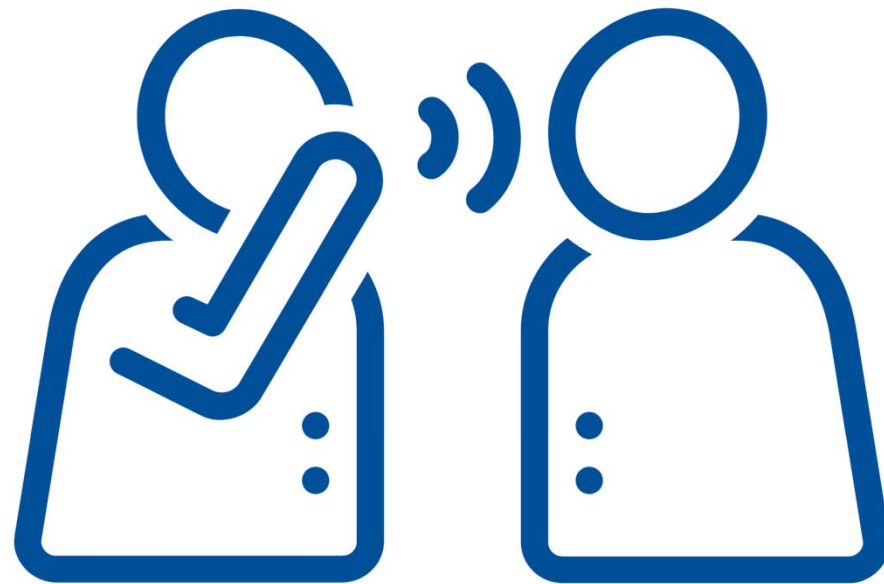
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# CLOSING

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- o Secret to closing the sale



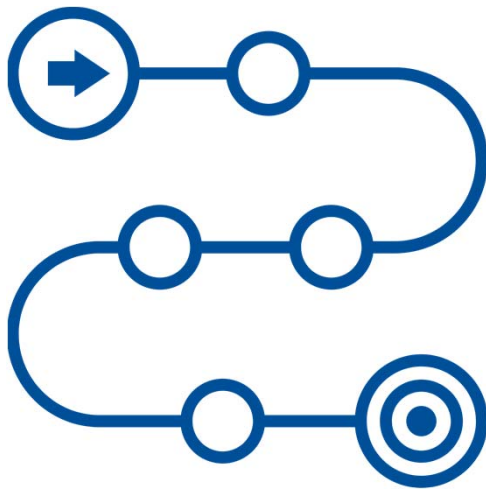
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# CLOSING

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- Closing is NOT an event...it's a PROCESS!



- Closing is the process of helping people make decisions that are good for them.



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# THE PRESENTATION

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- o Consistency!



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# THE PRESENTATION

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- What does it take to be consistent?
  - Discovering member needs
  - Pinpointing how product can fulfill need
  - Offering beneficial solutions



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# IN CONCLUSION

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# THANK YOU!

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