

The Soulful Sales Code: 6 Figure Sales Skills for your Heart-Centered Business

MODULE 2: PART 3
CREATING RAPPORT



Create rapport and connection

Why does this matter? (why does it work?)

We tend to want to do things with, and even for, people we feel connected to, people we like and respect, people we feel like and respect us.



Rapport in Sales

Be yourself!



- Rapport is you being you, the whole authentic human being that you are, inviting/creating safe space for the other person to be the whole authentic human being that they are...
- ...inside of also responsibly playing the role that you are in, for this interaction.



Rapport in Sales – when you lose rapport

- You know you've lost them, the connection is gone or lessened
- You don't know what happened
- You don't know what to do
- Uncomfortable!
- Tendency is to pretend that's not happening



Rapport in Sales – when you lose rapport

Don't step over it! Address it directly

- “I feel like I lost you there, what happened? What's unclear / uncomfortable / a problem for you? I'm here to help”

What that says to their subconscious is:

- I'm a real person here, not a robot, I noticed when something felt “off”
- I'm paying attention to you, I'm listening, I care, I'm here to meet you where you are, I'm not going to skip over anything that's important to you
- Leaves them feeling heard, respected, valued, cared for.
- Creates trust



Action Steps:

- Rapport – in your conversations this week, practice having your focus on rapport. Notice when it's present and when it's not.
- Practicing “stepping into” rapport with people, by being grounded and connected with yourself and having the intent to be with them, in their world, as yourself.
- Come up with some language to regain it when you think you may have lost it

