



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—**  
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **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.

#### RELATED COMPETENCY CATEGORIES:

- **Professionalism—**  
Projects an image of maturity and integrity that creates credibility.
- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.

## Rapport

### SUMMARY

Building rapport is a critical step on every sales call, whether for a new prospect or a long time client. You do this by understanding what buyers want, exchanging pleasantries, grabbing favorable attention, establishing credibility, and clearly defining an agenda for the call.

### CONTEXT

Probably the most important contact point is what you say first when you are face-to-face or phone-to-phone with a buyer. This first impression is critical, even with customers you may have known for years. The first few minutes of any sales interview can set you apart from the competition and build personal and product credibility.

When you are calling on new prospects, you are usually facing an uphill battle to overcome preoccupations on the part of the buyer. They are dealing with their problems and issues. You need to show that you understand these issues, and begin your sales call with evidence that you can help them, based on what you have done for other clients.

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

- Determine value from a buyer's point-of-view
- Establish immediate credibility to build alignment with buyers
- Employ three strategies to make buyers eager to talk

*"The time of greatest stress for an airplane is the take-off, much more than the landing. The same is true for sales calls."  
—Jerry Hamm*