

# RAPPORT: THE KEY TO FULFILLING RELATIONSHIPS

## **COMPONENTS OF MATCHING & MIRRORING**

RAPPORT: is based on commonality. We like those who communicate like ourselves, we don't relate as easily to people who do not communicate like ourselves

If you have to close hard at the end, even if it's just to create more "buy-in" to an idea or directive, it's because you did not do your job upfront of increasing RAPPORT.

*All Communication is Comprised of Three Primary Components:*

### WORDS:

1. Key words
2. Key phrases

### VOICE QUALITIES:

1. Volume
2. Tonality
3. Pace
4. Inflection

### PHYSIOLOGY:

1. Posture
2. Gestures
3. Facial Expressions
4. Muscular Tension
5. Breathing
6. Eye Contact
7. Touch
8. Proximity

CONGRUENCY is power and the key to influence, when your words, voice quality and physiology all match.

## **CHARACTERISTICS OF THREE COMMUNICATION STYLES**

### 1. VISUAL:

- Visual terms (looks good, I see what you mean, etc.)
- Fast pace of speech
- Sharp distinct gestures
- Higher pitched tonality
- Wide variance of tone inflection
- Loud volume

### 2. AUDITORY:

- More melodic tonality
- Auditory terms (sounds good, that really clicks, Tell me what you've got)
- Even pace of speech
- Even, fluent gestures
- Lower pitched tonality
- Mild tone inflection

### 3. KINESTHETIC:

- Feeling terms (that feels good, that hits home, a concrete example)
- Slow, broken pace of speech
- Lots of breathing
- Soft tonality
- Low volume
- Slight gestures, usually holding something

We all have a range of self-expression. It is important to use your Sensory Acuity to read what primary style the other person is relating to in any given context. We can then enter their world to make them more comfortable and communicate even better. Use these distinctions less as a technique and more as a guide of what's present when rapport is present.

***People Don't Care How Much You Know, Until They Know How Much You Care!***