



WAG

**A SHORT SERIES OF
#TOPTIPSBYWAG**

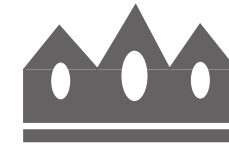
8 GREAT WAYS TO BUILD RAPPORT

1 CREATE TRUST

Can the customer trust you?

They may not feel they have a problem; your challenge is to present the solution. Being likeable & funny doesn't mean they will trust you to do business with you.

#TRUST #LETSDOBUSINESS



QUEEN OF MAKING CONVERSATION

2 IT'S ALL ABOUT THEM

Developing an interest in the customer, not just their business or appointment builds rapport. Think about the conversations you've had with a stranger that has put you at ease because you're discussing the weather or your holidays. People have an inbuilt radar that can spot a mile off if all you are interested in is yourself and have a 'what's in it for me' attitude. How do they do this? Simple, if you only talk about yourself and use words like me and I instead of we or our.

#ITSALLABOUTTHEM

#ICEBREAKER

8 GREAT WAYS TO BUILD RAPPORT





3 POLITENESS & COURTESY

From the first word you utter on the telephone (and also in person) the customer will hear your tone of voice and be able to hear your smile.

The face to face equivalent is a firm handshake whilst making eye contact and keeping their attention throughout the conversation.

If eyes are the door to the soul - our ears are the window to opportunity.

#POLITENESS

#SMILEWHENYOU DIAL

4 PERSONALITY TYPES

There's lots of written content about personality types and for the purpose of building rapport on the telephone it is important to be aware of the different behaviour and attitudes to taking a cold call.

It matters not what type of personality they are if you, the telemarketer, are aware to match and meet them in how they speak. Some people are very quiet, so speak quietly. Others are loud and brash which gives you a green light to show your knowledge. By understanding this rapport builder, it will show you are on the customer's wavelength and ensure a good conversation moving you to the ultimate goal of gaining commitment to explore doing business.

#BUILRARAPPORT

#CONVERSATIONALMARKETING

5 TWO EARS - ONE MOUTH

This is a great saying and when you are telemarketing it is vital to listen harder than it is to speak. When you are talking you are not learning about your customer unless you are asking probing questions from your brief. Give them room to speak and use those two ears to hear clearly what the customer is saying. It will allow you to know the next best step. If you find you are talking too much switch to a question. If there is an awkward silence, ask a question.



#ACTIVELISTENING

#ASKQUESTIONS

6 QUESTIONS

- **Ask Questions** - asking open-ended questions encourage and prompt a customer to talk
- **Review & Refresh** - take time to make sure you have a good list of engaging questions
- **Avoid one word answers** - don't ask questions that can only lead to yes or no answers

#PROBINGQUESTIONS

#OPENQUESTIONS



7 TWO-WAY STREET



Encourage the customer to talk about themselves, their experiences, their views and opinions. Even ask them advice on a certain situation. This makes you more human and not the typical stereotype of caller they are defensive about. Those types of caller are only interested in themselves and the customer's money. By valuing their comments, you will gain respect and in turn will build rapport to do good business.

#BEHUMAN #BREAKTHEMOULD

8 RELAX

Easier said than done? Imagine you are interviewing the customer to be sure that they are a suitable fit for you to work together.

How can I help you?

You will spot the customers who you can work with, you can't win them all!

#RELAX #NATURALCONVERSATION

*FIND YOUR
INSPIRATION*

IN EVERYDAY LIFE
As an individual and as a team player.

IN NETWORKING
Be ready to help in any way you can

IN YOUR IMAGINATION
Remember to be yourself when
speaking to anyone - they can tell if
you're not feeling confident

IN THE FUTURE
Plan who you want to work with and
aim to reach out to them

IMPORTANT POINTS
DON'T FORGET!



VISUALISE YOUR IDEA



THINK OF A PLAN



MAP IT OUT

QUESTIONS TO ASK YOURSELF

- **WHY ARE YOU DOING THIS?**

Making calls is just like networking - it's a tool to be able to get in front of the right people

- **WHAT SETS YOU APART?**

Be the person willing to listen to their needs before you educate them on your services

- **WHAT WOULD YOU LIKE TO ACHIEVE?**

Turn your telephone calls into paying customers

STEPS IN DEVELOPING YOUR VOICE

LOOK AT YOUR EXISTING PROCESS
Identify what works & what doesn't

FIND THE COMMON FACTORS
Existing customer types are great resource to identify new customers

EDIT YOUR SERVICES
Keep your offering simple & straight forward

WHO IS WAG?



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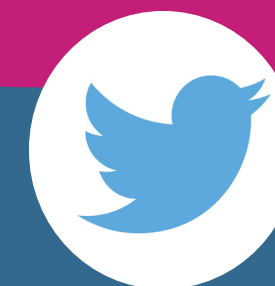
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