

## **Selling and Persuasion - How to get people wanting to buy from you.**

- To persuade somebody effectively and effortlessly we need to align our proposition and its presentation with that person’s very own decision making criteria and program. And to elicit this information we clearly require skillful, controlled and attentive questioning.
- Because we will be asking people to share personal thoughts and beliefs they will need encouraging, and we do this by creating a feeling of similarity, empathy and trust between us. That feeling is rapport.
- When thinking about creating rapport we also need to remind ourselves of the power of subconscious communication. All of us are to some varying extent influenced sub-consciously by verbal and non-verbal messages that by-pass our conscious thinking and critical reasoning channel. Things we do not notice are ultimately lodging in our minds as thoughts.
- This especially applies to the various ways in which we can create rapport. These techniques work when we communicate with them subconsciously. If we attempt them in a conspicuous and obvious way we will fail to create rapport.
- Where to start? People tend to see things first, so rapport begins with our body language. Mirroring in a subtle inconspicuous way a person’s posture, stance, animation, head movement, eye contact, facial expressions, and hand gestures will subconsciously register the feeling that we are just like them.
- Then we hear things. We can further build rapport by matching vocal pace, pitch, emotion, breathing patterns, phrasing and speech mannerisms.
- We hear their language. We will notice that many people have a preference for how they represent thought which is revealed by their conspicuous use of “see” “sound” or “feel” type words. We can mirror these words and other words and phrases they habitually use. When subtly using these we will further reinforce that feeling of similarity.
- We also experience things. Soon after engaging in conversation we can feel a person’s mood and state. They may be hurried or relaxed, businesslike or sociable, serious or good-natured, agitated or calm? Once again the “trick” is to inconspicuously mirror their mood and behavior to get into rapport.

When you are in rapport with people and share the feeling of like mindedness it is very easy to discuss shared values and beliefs. This is why we create rapport before we ask questions. You will also find that this “we are the same” feeling will often reduce the need for probing questions and subsequent persuasion as people happily go along with ideas that they instinctively see as theirs too.

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