

January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Strategies For Rapport Building And Dynamic Sales

Robert Barker

Barker & Associates, LLC

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Monday, January 02, 2012

5:00 pm - 6:00 pm

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Strategies for Rapport Building & Dynamic Sales



CUSTOM TRAINING SEMINARS
Making Your Best...Even Better

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Strategies for Rapport and Dynamic Sales

- The Sales Strategy of Knowing Yourself –

By the end of the presentation, participants will be able to...

- Define the type of individual that you are
- How to use “Rapport” to build common ground
- Learn the 4 Basic People Types
- Find out what “Personality Style” you are
- 4 important elements to Rapport Building
- Learn the 3 “V’s” to Communication
- Discover what “N – I – P” is and how to use it
- Learn the 10 qualities of top performing Sales people

Bob Barker

Robert “Bob” Barker is a professionally certified speaker and entertainer for more than 30 years. He has been a education provider and consultant to the City of Austin, Estle Corporation, Intel Communications, DSD Dallas Independent School District, Oriental Trading Company, the State of Texas and Time Trend Computers. He has presented for 1000+ and 1000+ academies. He has supplied public and private seminars for CareerTrack and Red Ryor Seminars as one of their top performing presenters and speakers traveling across the country as well as to over 100 foreign countries delivering seminars on customer service, technology, leaders, ip sales and marketing.

Strategies for Rapport Building and Dynamic Sales with Bob Barker

Strategy =

Rapport =

Dynamic

Sales

Rapport is the feeling two people have when they feel they can relate to one another

Rapport could be called

If you want to create rapport with someone

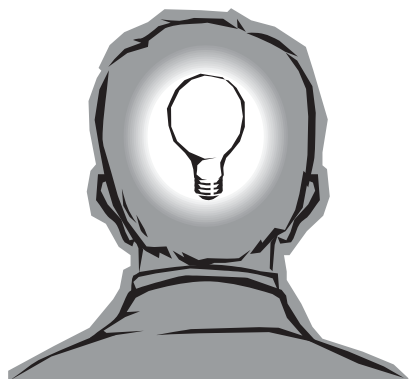
When you enter their world you will see things from their perspective, feel the way they do and once you're there you will be able to dynamically affect their life and their world



There is a World of different People out there...

...and to build rapport with them we have to go into each of their different worlds and this includes knowing the one we're from as well.

In order to do a good job at building rapport we need to know more about ourselves as well as the individual we are attempting to establish a relationship with. Whether it is business or social this will help us create a better environment for building.



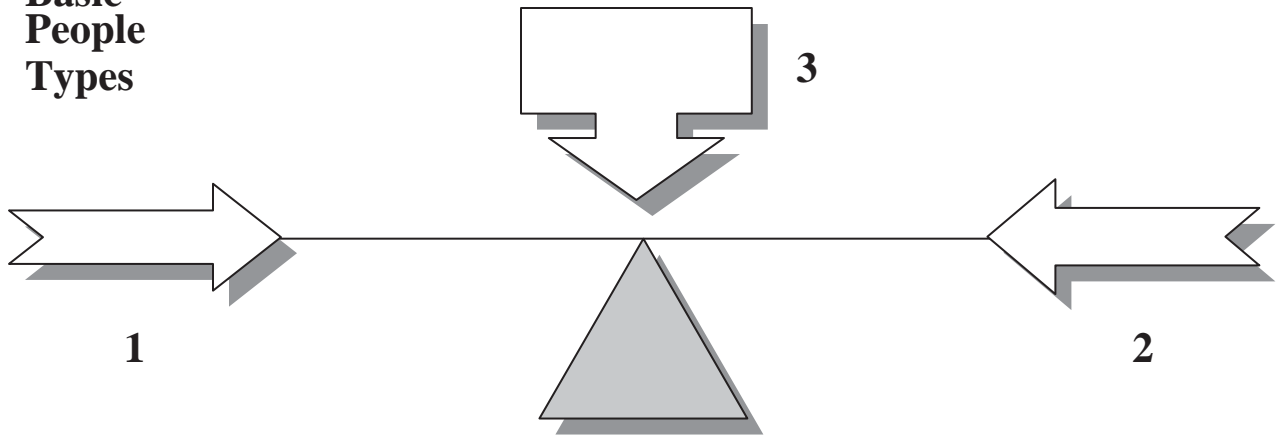
KNOW THYSELF

What makes you the way you are? What makes you react to others the way that you do? Do you really know?

Let's find out, shall we?

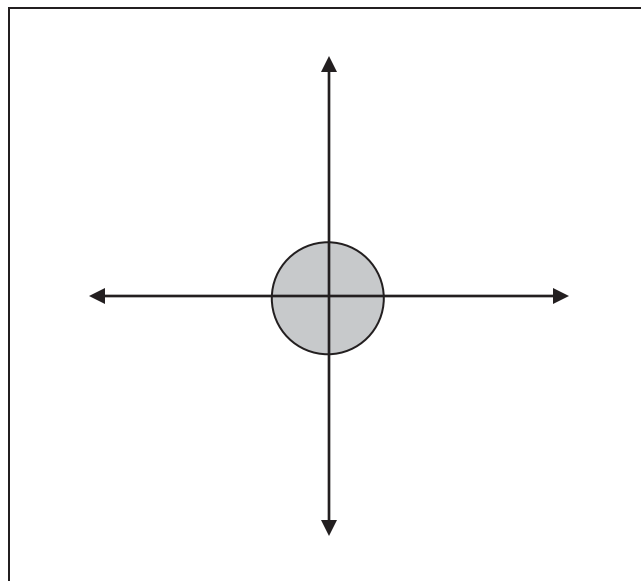
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Basic People Types

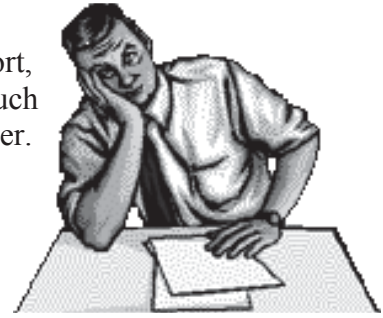


- 1. **P** _____
- 2. **A** _____
- 3. **A** _____

Self Analysis – Who am I really?



The first step to work effectively with new people is to establish rapport, unfortunately most people don't even know what rapport is much less how to establish it with a new client or customer.



3 Important Elements to Effective Rapport Building

1. Show Consideration _____

2. Show Interest _____

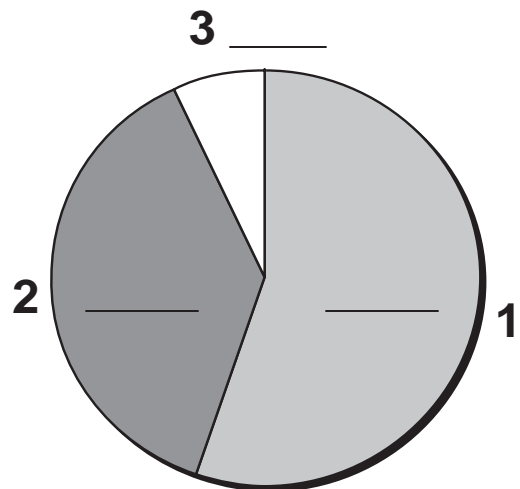
3. Ask Questions _____

3 Important V's to Communication

V _____

V _____

V _____



Good Communication Skills also require the ability to use great Tact!

Tact _____

Tact _____

What is N.L.P.

N _____

L _____

P _____

3 Steps to Better Rapport Building

Mirroring _____

Listening _____

3. Asking Questions _____

**NOW that you have Great Rapport – What do you do with IT?
Put the Customer at *EASE* with Great Rapport**

Start your Idea List here

10 Qualities
of Top
Salespeople

1	6
2	7
3	8
4	9
5	10