



Unique first impressions – The rapport cycle

Why is so much emphasis put on the skill of building relationships with our customers? The answer is because of the benefits that come from doing it. This is known as the rapport cycle.

There are four stages of this cycle and each stage is explained below:

Affection and Trust – By thinking about what you are going to say and how to say it is the first step. Putting this into practice, exceeding the customer's expectations and changing the customer's perception of a salesperson will bring you and the customer closer together. Think about it.... would you buy from someone you do not trust?

Emotional connection – If you trust someone generally this is because it is said you have an emotional connection with him or her. This means that because of the behaviour you are listening too and seeing, you have a gut feeling that this person is trustworthy and you are willing to now share your thoughts, opinions and in most cases personal details with them. To get to this stage the first one must be met.

A loyal customer – Now that you have instilled trust into the customer and this has lead to you having an emotional connection with the customer, the possibility of the customer actually buying the product is quite high. Because of the rapport you have built and the connection you have made, the customer is far more likely to continue to take this product instead of cancelling shortly after. It may even be that because of you, the customer decides to take other services from the company and recommend the product to others.

Secure future business - The final link in the rapport cycle is the benefit made to the business by you successfully matching the previous stages. In order for the business to become successful and secure its future, building a rapport with our customers must happen not just sometimes but all the time.

