



CONDITION THE CUSTOMER

Only 13% of your communications are the words that come out of your mouth... the other 87% of your message are the cues you send with your body language.

Make sure your body language is complementing your message, not contradicting it.



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KEYS TO INSTANT RAPPORT:

To maximize the Positive Reactions of the “Storm Door Meeting”



- Good Handshake



- Maintain Eye Contact

- Eye contact sends the message you can be trusted.



- Smile

- Smiles are contagious. The homeowner smiling at you as soon as they open their door is a good way to start the call. Smile when the door is opened.

Warm Up

- Make the other person feel important.
- People have a desire to “be understood”.
- People buy from people they like & trust.
- Spend enough time creating rapport with the client before moving onto any other part of your presentation.
- Resist the urge to sell product too soon.
- Beware of spending too much time on the warm up. Don’t waste people’s time.

