



2

Chapter Two: The Importance of Bonding & Building Rapport

► Chapter 1:
Why Have a System?

► **Chapter 2:
Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts



► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies



► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior



The Importance of Bonding & Building Rapport

Chapter 2: Summary & Learning Objectives

Chapter Description:

Participants will understand the importance of understanding how people communicate and the different behavioral styles so that the salesperson can adapt to the prospect's preferred styles. This will allow the participant to focus on the prospect and build a more trusting relationship.

Chapter Outline:

- ☐ The Role of Active Participation in Bonding & Building Rapport
- ☐ Three Elements of Communication
- ☐ Active Listening Techniques
- ☐ Transactional Analysis (TA)
- ☐ Primary Sensory Dominance (PSD)
- ☐ DISC Chart
- ☐ Protect the Prospect's OK-ness
- ☐ Was It Something I Said?

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ List the elements of communication.
- ☐ List Active Listening techniques.
- ☐ Describe the characteristics of the three Primary Sensory modalities.
- ☐ Share the key points of the three psychological ego states.
- ☐ Describe each of the four Behavioral Styles.



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Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

The Importance of Bonding & Building Rapport

It's important because:

- ☐ People who are like one another, tend to like one another.
- ☐ People who like one another, tend to trust one another.
- ☐ People tend to do business with people they trust.

People want to be:

- ☐ Heard.
- ☐ Understood.

All things being equal:

- ☐ People buy from people they like.
- ☐ People like people who are like themselves.
- ☐ Hence, people buy from people who are like themselves.

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Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

The Role of Active Participation in Bonding & Building Rapport

Active participation is a communication process that enables you to enhance the way you communicate with a prospect by adjusting your style of speaking, body language, and sensory cues to mirror those of the prospect.

This is done subtly so the prospect is aware only of feeling familiar with you and bonding and building rapport can begin.

Elements of communication

- ☐ Spoken words
- ☐ Tonality
- ☐ Body language

Active listening techniques

- ☐ Restate the message
- ☐ Paraphrase

Transactional Analysis (TA)

- ☐ Parent
- ☐ Adult
- ☐ Child

Primary sensory dominance (PSD)

- ☐ Visual
- ☐ Auditory
- ☐ Kinesthetic

Behavioral Styles

- ☐ Dominant
- ☐ Influencer
- ☐ Steady Relater
- ☐ Compliant



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► **Chapter 2:
Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Three Elements of Communication

1. Spoken words

2. Tonality (quality or character of sound)

- ☐ Tempo: Characteristic rate or rhythm of speech
- ☐ Pitch: Having either a high or low range of tone
- ☐ Inflection: An alteration in pitch or tone of voice, so that a word is emphasized
- ☐ Resonance: Intensification or prolongation of a sound
- ☐ Volume: Degree of loudness or softness

3. Body language (non-verbal communication)

- ☐ Facial expressions
- ☐ Gestures
- ☐ Body movements
- ☐ Posture
- ☐ Eye contact

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Why Have a System?

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Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

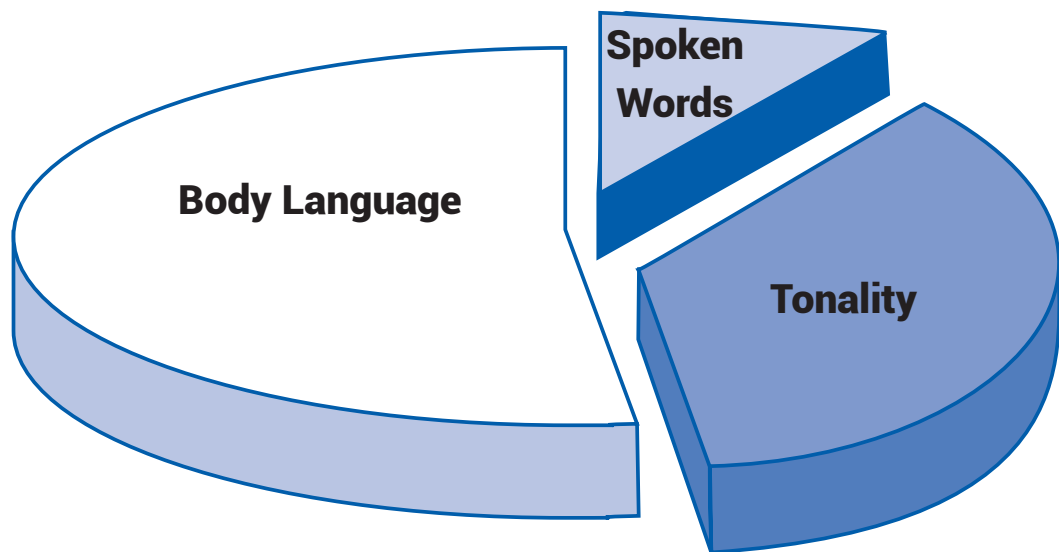
► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Three Elements of Communication





2 Chapter Two: The Importance of Bonding & Building Rapport

► Chapter 1:
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► **Chapter 2:
Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Active Listening Techniques

Active listening is simply reflecting back to the speaker the message you heard, so that you can either confirm or correct your understanding of that message. Ask questions or make statements that will prompt the speaker to comment on your reflected message.

There are two ways to reflect the speaker's message:

☐ Restatement

☐ Paraphrasing

Follow your comment with a significant pause in speech and body language, to prompt the speaker to let you know if the message you heard was the message he intended to send.

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► Chapter 2: Bonding & Building Rapport

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

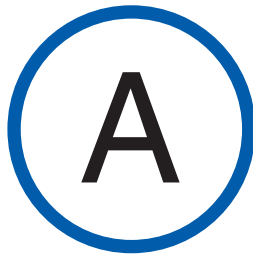
Transactional Analysis (TA)

Each of us has three ego states:

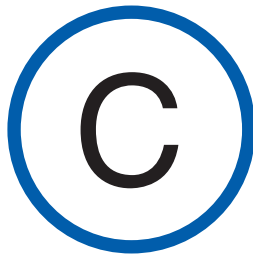
☐ Parent



☐ Adult



☐ Child





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Why Have a System?

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Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Primary Sensory Dominance (PSD)

The characteristics of the visual:

- ☐ They are “show me” people.
- ☐ They process their environment through pictures.
- ☐ They tend to think fast, move fast, and speak fast.
- ☐ They are very animated, and use gestures while talking.
- ☐ They do not like to be interrupted.
- ☐ They use visual terms in conversation.

The characteristics of the auditory:

- ☐ They are “tell me” people.
- ☐ They think in words, sounds, and dialogues.
- ☐ They represent ideas in their minds as conversations.
- ☐ They speak in even tones and with a steady rhythm.
- ☐ They are more comfortable with people who speak at the same rate they do.
- ☐ They are easily bored by monotonous speech.
- ☐ They use auditory terms in conversation.

The characteristics of the kinesthetic:

- ☐ They are influenced by how they feel about their reality.
- ☐ They make judgments on the basis of inner feelings of comfort/discomfort and on external experiences of touch.
- ☐ They breathe deeply and slowly.
- ☐ They have low-pitched voices and speak at a slow pace to make sure they convey the right feeling.

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► Chapter 1:
Why Have a System?

► Chapter 2: Bonding & Building Rapport

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

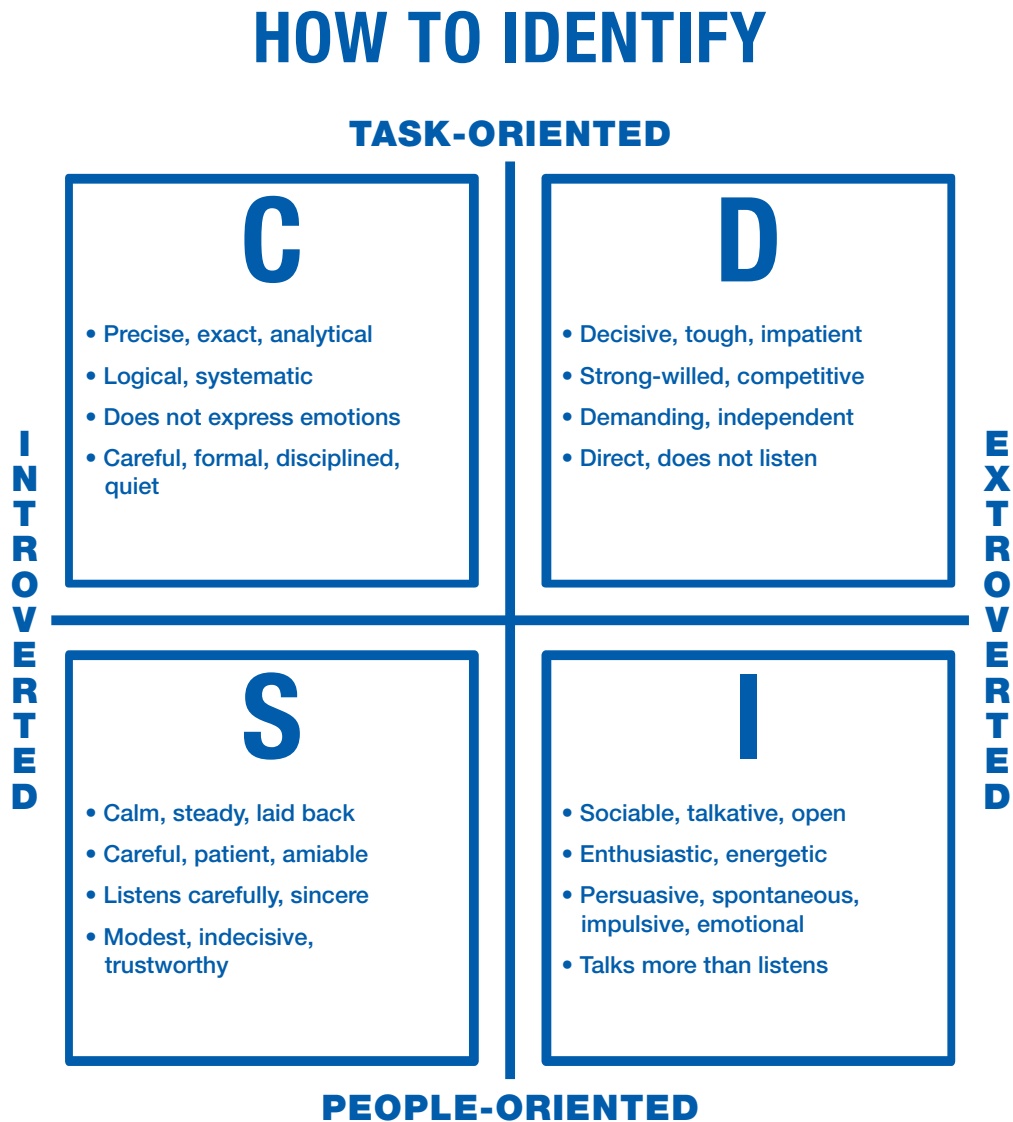
► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

DISC Chart





2 Chapter Two: The Importance of Bonding & Building Rapport

► Chapter 1:
Why Have a System?

► **Chapter 2:
Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

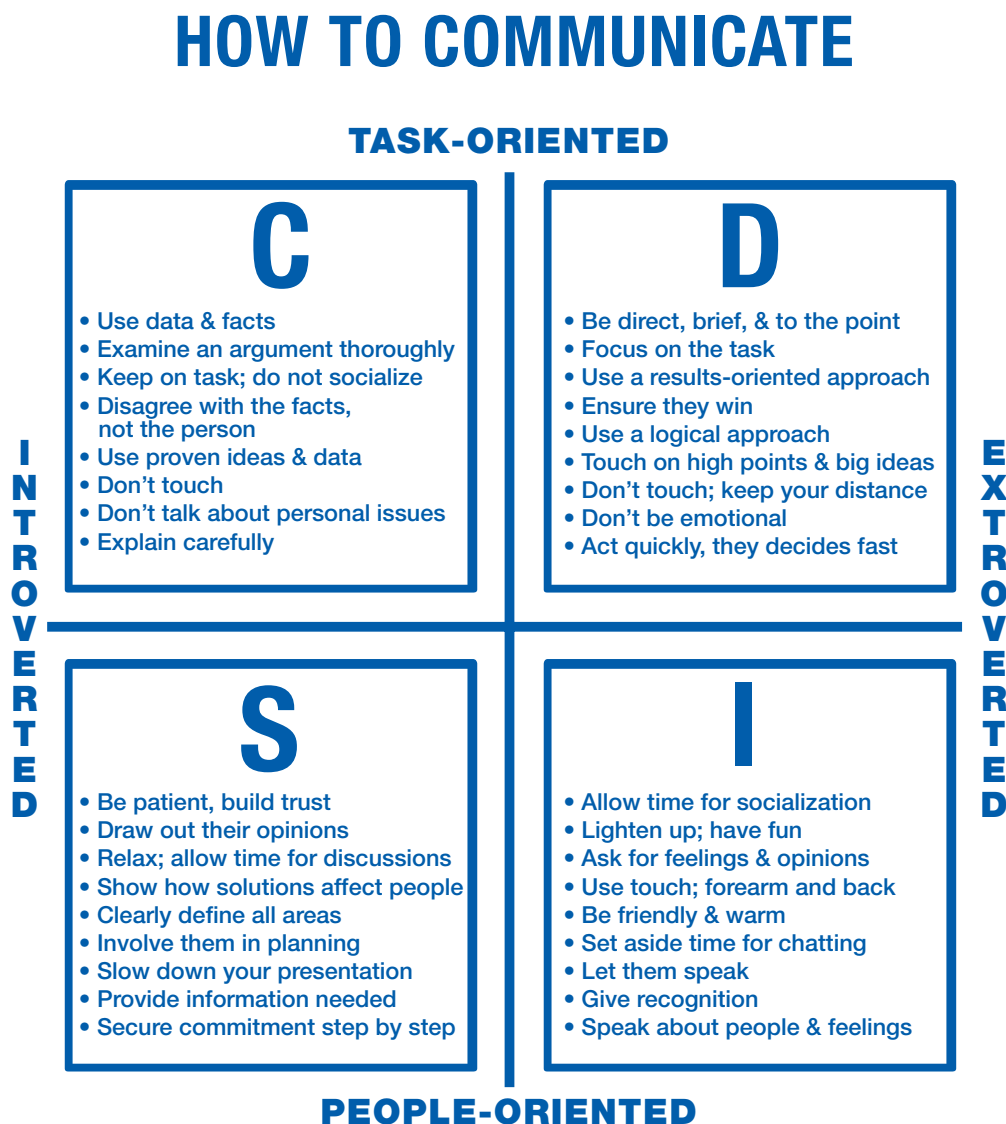
► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

DISC Chart



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► Chapter 1:
Why Have a System?

► Chapter 2: Bonding & Building Rapport

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Protect the Prospect's OK-ness

You are responsible for the prospect's OK-ness. Everyone, including the prospect, is fighting for OK-ness.



Always let the prospect preserve his or her dignity.



Since most people want to feel OK about themselves, the way to feel OK about themselves is to find someone else who is more Not-OK than they are. 98% of the population wants to feel OK about themselves.



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Why Have a System?

► **Chapter 2:
Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Was It Something I Said?

In general, what are buzzwords?

Company Buzzwords

- | | |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |

Industry Buzzwords

- | | |
|---------|---------|
| • _____ | • _____ |
| • _____ | • _____ |
| • _____ | • _____ |

Examples:

How a salesperson makes a prospect feel Not-OK:

- ☐ Rushing or pressuring the prospect.
- ☐ Talking down to the prospect.
- ☐ Asking the prospect intrusive questions.
- ☐ Acting cocky.
- ☐ Speaking from the salesperson's world—not relating the information or questions to the prospect's world.
- ☐ Using jargon, buzzwords, or acronyms.

Make your prospect feel OK: Eliminate buzzwords!

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Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Lessons Learned & Knowledge Testing

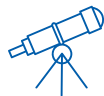
Chapter Summary:

Key takeaways from this Chapter:

This chapter emphasizes the significance of establishing rapport with prospects and maintaining bonds with clients as the first step in the Sandler Selling System. The underlying assumptions upon which the system's approach is built are:

- ☐ People buy from people that they like.
- ☐ People like people who are like themselves.
- ☐ Hence, people buy from people who are like themselves.

The objective of building rapport is to establish the bridges of trust that are necessary for the sales process to take place. Without trust, the possibility of a sale is dramatically reduced. With rapport, the chances of a sale are markedly increased.



Observations & Revelations:

During this Chapter, I learned:

As a result of what I learned, I will:

Join the conversation about this lesson by tweeting @SandlerTraining with #HowToSucceed or posting in the official LinkedIn Group at: www.sandler.com/linkedin-group



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► **Chapter 2:
Bonding &
Building Rapport**

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Knowledge Testing

All things being equal (or not), people buy from people...

List the Elements of Communication:

1.

2.

3.

List two Active Listening Techniques:

1.

2.

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Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Knowledge Testing

List two characteristics for each:

Visual:

1. _____

2. _____

Auditory:

1. _____

2. _____

Kinesthetic:

1. _____

2. _____

What are the three Psychological Ego States?

1. _____

2. _____

3. _____



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Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
Budget

► Chapter 7:
Decision

► Chapter 8:
Fulfillment
and Post-Sell

► Chapter 9:
BAT-ting
Average

► Chapter 10:
Prospecting
Behavior

Knowledge Testing

In Transactional Analysis terms, which ego state is best described with the word:

Logical: _____

Judgmental: _____

Emotional: _____

List the four behavioral styles and one trait for each:

Behavioral Style:

- _____
- _____
- _____
- _____

Trait:

- _____
- _____
- _____
- _____

Why is it in your best interest to keep the prospect OK?
