

CREATING

CONNECTING WITH CUSTOMERS

PHONE

WITHOUT BEING FACE TO FACE

RAPPORT

WRITTEN BY

ROBERT WAY

Creating Phone Rapport

*Connecting with customers, without being face to
face.*

By Robert Way

Copyright © Robert Way, 2020

www.robertway.com.au

Creating Phone Rapport

Connecting with customers, without being face to face.

Copyright © 2020 by Robert Way,

Published by Robert Way

All right reserved. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a data base or retrieval system, without the prior written permission of Robert Way.

Copyright © Robert Way, 2020

www.robertway.com.au

This book is dedicated to you.

To every person that takes an interest in their personal development.

If it wasn't for you, these words, ideas, tools and techniques would have no purpose.

Our ability to connect and communicate with others, begins with our ability to create rapport. This has never been more important than right now. Because of the wild times we live in, I felt it was time to re-release this book with some of the new information, activities and tools I have collected in the last four years since the first version.

I hope you find at least one gem in this book, something that inspires you, something you can apply and use towards your success.

Table of Contents

Introduction.....	6
Rapport = Connection.....	6
Chapter 1: What is phone rapport?.....	7
Why focus on phone rapport?	7
What Specifically Is Phone Rapport?	8
Chapter 2	9
Representational Systems.....	9
Preferred Representational Systems	9
Visual	9
Auditory.....	9
Auditory Digital.....	9
Kinaesthetic	10
Olfactory	10
Gustatory	10
Preferred Representational System Test.....	11
Chapter 3	13
Words and Phrases	13
Words	14
Phrases	15
Chapter 4	16
Attention to Detail	16
What am I listening for?	17
Tonality inflection	20
Recall a Conversation Activity	21
Identifying VAKAd Language Activity	22
Mapping a Phone Conversation Activity	23
Voice Recording Activity.....	24
Chapter 5	25
Create and Increase Phone Rapport	25

Matching	26
What you can Match	27
Pacing and Leading.....	29
Breaks in Rapport.....	30
Indicators of Phone Rapport	31
Indicators of Phone Rapport.....	31
Chapter 6	32
Phone Conversation Strategies & Tools of the Trade	32
Tools of the trade	33
Physiology of Phone conversations.....	34
The Smile	34
Phone Physiology	35
Conversation Techniques.....	37
Conversation Techniques	37
Chapter 7	39
Summary	39
Acknowledgements	40

Introduction

So, why is Phone Rapport Important?

At around the age of 11 I started Rob's Odd Jobs. This little business venture was to take my suburb by storm. I offered lawn mowing and car washing, two jobs that any young child can do. The plan was everyone in my street would call me through the week to book a time on the weekend for me to come and mow their lawn and wash their car. I knew as a kid that this would be an easy business that I could just start, and everything would simply work. I would make money. The first thing I did was put a simple flyer in every mailbox in my street. From there I knew it was time to start calling around to everyone in the suburb as well. Now I don't remember ever having a fear of "cold calling" as a child but I do know that it is one of the biggest issues with small and medium business today. As a young boy this simply didn't exist. I just picked up the phone and started communicating what I was passionate about to people. This simple act of calling people and communicating worked a charm. I found that while I was interested, I had lawns to mow and cars to wash. And as it has turned out, this was my first introduction to creating phone rapport, though I had no idea at the time.

Fast forward to now, many jobs, many businesses and many phone calls later I have found that, when talking on the phone, it can often be one sided for most people. When they make a phone call the person on the other end of the line misses the message.

I think of every person that has had to call a help desk to get support on a issue, weather telecommunications or IT support. I think almost all of us can recall a time where we wanted to hang up (or actually hung up) or even tell them to get stuffed.

There is so often a breakdown of communication when it comes to talking on the phone and it is the intention of this book to teach you the skills and tools you need to have the best possible chance of your message been heard over the phone. I believe it is my responsibility to help everyone that has to do business over the phone have the best change of getting their message across. It is my job to teach you how to build phone rapport.

Rapport = Connection.

This book will teach you how to create a deeper level of connection with people you are talking to on the phone.

You will learn the specific skills of phone Rapport as well as look at other techniques and strategies to get the most out of every phone conversation you have. Be it a colleague, client, partner or friend.

Chapter 1: What is phone rapport?

Starting with, what is rapport. Rapport is what happens when there is a connection between two people. A physical, emotional or mental state of trust between two or more people. It is where you truly hear another person, they are responsive to you, you are in sync, you are connected and can hear what each other are saying.

Phone rapport then, is exactly the same, just on the phone.

Why focus on phone rapport?

I had just purchased the original iPhone. One of the biggest technology changes in the world. It has changed how we interact with other humans, more than any other change in a long time. Not just in the way we interact with others via social networks. But how a whole generation 'talk' to each other. The shift away from face to face, to via email, to now text message. Often not with words, but with images and emoji. A shorter, more casual and succinct way of communicating is now used. It can also be seen in how teams interact, they use messenger services to facilitate team interactions, where people are not face to face. Ultimately an amazing change to how we connect and communicate.

Except, when it really matters, and we can't get a face to face meeting. What happens?

We make a phone call.

Take a moment to reflect, how do you connect with my family and friends? Is it via social media, messaging or calls? What has to happen for you to pick up the phone and make a call?

Outside of family, friends and booking an appointment, we mostly use our phones for business.

Some reasons we are on the phone include:

- Sales calls
- Cold calling
- Booking meetings
- Working with clients
- Helping people
- Delivering training
- Working on a help desk
- Ordering supplies
- Booking accommodation
- Talking to a colleague

A lot of reasons to be on the phone.

So why focus on phone rapport? Business is conducted on the phone, because when it matters, we make a phone call. It is possible to learn how to create a stronger connection with people you call, it is possible and easy to create phone rapport.

What Specifically Is Phone Rapport?

Phone rapport is the way you talk on the phone, the words you use, the way you use them, the inflection in your voice, the speed you speak at and the message you are trying to communicate.

You are using visual, auditory and kinaesthetic words and phrases; using personal key words that you have picked up over your life.

Phone rapport is the process of actively listening to the person on the other end of the line, hearing their words, phrases and specific sentences they say.

Phone rapport is about noticing those things, as well as matching the types of key words and phrases the other person uses, by speaking the same as the other person (same speed, pace and pitch). All things that you will learn about over the next few chapters.

Chapter 2

Representational Systems

We all communicate using different representational systems, using our five senses (seeing, hearing, tasting, smelling and touching) plus self talk (internal dialog) to view the world and things happening in it. Using these senses we make 'sense' of what happens around us, what we say to others and what others say to us.

Simplified, we use the following senses to listen and to communicate:

- Visual
- Auditory
- Auditory Digital
- Kinaesthetic

Thought we use some or all of these systems all of us have a primary one that we use. The one system we favour, and as you go through this book it becomes your responsibility to start to notice which system you use the most and the systems other people use.

Preferred Representational Systems

Visual (V)

People who are primarily visual (V) tend to speak faster over the phone, they will stand or sit with their bodies erect and eyes up. The appearance of things can be important to them and they tend to be organized. They learn by associating images with their conversations. If communication is only verbal, they are more challenged to recall the information, so they will want to get a clear picture in their mind as to what you are talking about, they like to have pictures and diagrams to go with their conversations. They aren't easily distracted by noise and they usually have to see something for it to capture their attention or interest. Once key trick when talking with a visual communicator over the phone is to email them information that relates to your conversation, so they can see what you are talking about.

Auditory (A)

People, who are primarily auditory breathe from the middle of their chests, move their eyes from side to side, often talk to themselves and are easily distracted by noise. They learn and memorize by hearing information sequentially; they like to be told how they're doing on a job and feel liked by hearing a certain tone of voice or words. They respond to sounds and consequently like music, talking on the phone and listening to the radio. If you are on the phone to an auditory person you will be in luck, all it may take is the phone conversation to meet them where they are at, so long as what you have to say 'sounds right' to them.

Auditory Digital (Ad)

People who are primarily auditory digital are often listening to inner dialogue in their heads, they make decisions using a list of criteria and they can use any or all of the other representational systems but are interested in something when it makes sense to them. An AD person is the one that is going to ask you hundreds of questions, they will want all the details and if you miss one small thing they will pick up on it. You might find they spend a lot of time listening to your pitch with little to no feedback, it does not mean they are not listening to you, it means they are measuring what you are saying against what they think is important.

Kinaesthetic (K)

People who are primarily kinaesthetic generally breathe from the bottom of their lungs, so their stomach visibly moves up and down, they may move and speak slowly and respond to touch and physical rewards, they learn and memorize by doing. Something has to feel right for them to be interested. These are the people you cut off and try and finish their sentences for them. This is going to break rapport with them very quick, when connecting with a kinaesthetic person you need to take a moment to slow down, listen and let them finish their sentence. When talking with a K person you want to get them to a point of imagining acting out what you are talking about, if they can be enabled to 'feel' what you are talking about, you will have a better chance of connecting with them.

Worth an honourable mention are tastes and smells, never really noted as primary representational systems, as they only process very specific information. Still can be relevant with our ever-growing food and wine culture, and in the right context will be key to building a connection with some one, especially if you are talking about a new release of wine to your prospect customers. Neither olfactory nor gustatory will be referenced pass this section of your phone rapport book.

Olfactory (O)

The olfactory system is the sensory system used for olfaction, or the sense of smell. Though not related to eye accessing cues, is a part of people's communication, in certain contexts. You will find over time there is a percentage of people that will communicate using words that relate to smell. The use of olfactory language and references can easily be noticed by the comments people make when they smell a perfume that reminds them of something or some one. You will also find there are industries that people work in the mean their olfactory language is far more developed than others, people that work in the food industry or are fragrance testers.

Gustatory (G)

The gustatory system is the sensory system for the sense of taste. Like the olfactory system there is no eye accessing cue for the system. How ever you will see it present in the language of people that deal with taste in their every day lives, most often people that deal with food, they not only find it important to create beautiful 'visual' dishes, they are wedded to the taste of the food. Similar to the olfactory system it is not very prevalent in communication.

Preferred Representational System Test

As you know we tend to favour one representational system over another. This activity will give you an indication as to which system you favour, focusing on visual, auditory, auditory digital and kinaesthetic as these are the primary systems people will use. As this is an e-Book you might need to do some writing out to see your result of this test.

Write a number next to every statement for each question. Using 1-4 for each.

4 = Almost always; 3 = Often; 2 = Sometimes; 1 = Almost never

Question 1

I make a choice when:

- It feels right to me
- I hear it, and it sounds right to me
- I see it, and it looks great
- I review it, and it fits my criteria

Question 2

When discussing an issue, I am persuaded by:

- How convincing the other person sounds
- Really seeing the other person's point of view
- How reasonable the individual makes the point
- My own gut feeling

Question 3

When I meet someone for the first time, I am impressed by:

- The appearance of the person
- How he or she makes me feel
- How articulate or intelligent the individual is
- If what the person says rings true to me

Question 4

I generally respond to:

- Sounds, and I am easily distracted by noise
- Interesting facts, and I am easily distracted by my own thoughts
- Sensations, and I am easily distracted by the way my body feels
- Colours, and I am easily distracted by sights around me

Question 5

When I like a proposal, I tend to say things like:

- ___ “Sounds good”
- ___ “Makes sense”
- ___ “Got it”
- ___ “Looks good”

From here write out the number values from the previous page in the same sequence you wrote them.

- | | | | | | | | | | |
|----|-------|----|-------|----|-------|----|-------|----|-------|
| 1. | ___K | 2. | ___A | 3. | ___V | 4. | ___A | 5. | ___A |
| | ___A | | ___V | | ___K | | ___Ad | | ___Ad |
| | ___V | | ___Ad | | ___Ad | | ___K | | ___K |
| | ___Ad | | ___K | | ___A | | ___V | | ___V |

Next, record each number in the corresponding box and then add each column.

	Visual (V)	Auditory (A)	Kinaesthetic (K)	Auditory Digital (AD)
1				
2				
3				
4				
5				
Totals				

Finally, the scores in each column will give the relative preference for each of the four major representational systems. The highest total will be your favoured representational system. One should also know whenever a personality test or activity doing like this one that these results can vary depending on what you are doing at the time, the sort of work you are doing or activities you are undertaking. As you learn more about rapport and begin to hear more of what people say, and defiantly when you finish this book you should redo the activity to see if there are any changes.

Chapter 3

Words and Phrases

This section is a simple section, but a very important one. The words and phrases people use in conversation are going to give you a clear idea of the representational system a person prefers. We will focus directly on the types of words or phrases you might hear from each representational system. It is your job to start listening out for the use of each type of word and to start building a picture of what it is like to listen for these different words in conversations.

We use many different words and phrases in everyday conversation, what we are focusing on are the key words that indicate a person's primary representational system. Think of them as a road marker that shows us how the person we are talking to views the world. If you begin to hear these words you know you are starting to hear a person. Most people speak using their own words and wonder why some one doesn't understand them. They might say have you not seen the mind map I put up, with the response been I never heard you talk about it. Or it could be "she never cuddles me; she doesn't love me" with a response of "but I tell him all the time".

One of the reasons there can be a breakdown in communication is miss matching of these words and phrases in conversation. As per my examples, a person might be using auditory words while another using visual words. Something so simple can be enough for the message to get lost. So, the goal over the next few pages is to become aware of the words people are using and begin to use the words other people use in conversation. This is your first step to building rapport with someone over the phone, so check out the table below for examples of visual, auditory, kinaesthetic, auditory digital, olfactory and gustatory (even if only a short list for O and G) words people might use.

Words

Visual	Auditory	Auditory Digital	Kinaesthetic	Olfactory	Gustatory
Appear	Amplify	Analyse	Concrete	Smell	Salty
Blind	Deaf	Calculate	Empathise	Foul	Sweet
Clear	Dissonance	Change	Feel	Scent	Taste
Crystal	Earful	Conceive	Grasp	Stink	Bite
Dawn	Fine-Tune	Consider	Hard		Zesty
Envision	Harmonise	Decide	Penetrate		Flavour
Expose	Hear	Distance	Scrape		
Focused	Heed	Experience	Sense		
Foggy	Listen	Headstrong	Sensitive		
Hazy	Melodious	Intensive	Slip		
Illuminate	Question	Know	Tangible		
Imagine	Resonate	Learn	Touch		
Look	Resounding	Motivate	Feeling		
Picture	Silence	Perceive	Grab		
Reveal	Sound(s)	Ponder	Action		
See	Tune In	Process			
Show	Tune Out	Sensible			
View		Think			

Phrases

Visual	Auditory	Auditory Digital	Kinaesthetic	Olfactory	Gustatory
Appears to me	All ears	A particular way	After your own heart	Smells funny	Bad taste in my mouth
Bird's eye view	Call on	Change your mind	All heart	Stinks of deceit	
Blind sided	Clearly Expressed	Consider the pacts	All washed up		
Blink of an eye	Describe in detail	Decide what works	Blow by blow		
Bright your day	Give an account of	Deem it correct	Cold as ice		
Catch a glimpse	Grant an audience	Get to know them	Come to grips with		
Easy on the eyes	Heard voices	I suppose	Control yourself		
From my perspective	Hidden message	I think you're right	Calm, cool and collected		
Dim view	Hold your tongue	I understand	Get a feeling		
Get an eyeful	Idle talk	Know what I mean	Get a handle of		
Hazy idea	Inquire into	Know whets wrong	Get hold of		
In view of	Keep your ear to the ground	Learn about yourself	Get in touch with		
Looks like	Keynote speaker	Learn what to do	Hand in hand		
Make a scene	Lend me your ear	Make up your mind	Hang in there		
Mental image	Listen here	Perceive the truth	Heated argument		
Mental picture	Loud and clear	Practice till perfect	Hold it		
Minds eye	Power of speech	Process this	Hold on		
Naked eye	Rings a bell	Relatively speaking	Itching to start		
Read between the lines	State your purpose		Keep your shirt on		
Scope it out			Know-how		
See into it			Pain in the neck		
Sight for sore eyes			Pull some strings		
Staring off into space			Seems to me		
Take a look			Sipped my mind		

Chapter 4

Attention to Detail

Having attention to detail in every phone conversation is a key skill to mastering rapport. The goal of this chapter is to focus your ability to listen, to hear changes and to observe the subtle shifts that can occur in a phone conversation.

When I talk about attention to detail, I am talking about your ability to detect minute changes in a person. Humans have millions of years of evolution behind their ability to notice small changes in people, indicating that something has changed. All for the purpose of survival, obviously most of us are not conscious of this process. It just seems to happen to us, and we trust that gut instinct. What I want you to do is become consciously aware of what is an unconscious process you already do.

Have you ever heard someone tell a story or give you information that you simply did not believe, or you may have a friend that you just know from the sound of their voice that they have fallen for another guy? Or maybe when you talk to your mum you know when you are in trouble for spending your money on that thing you just bought. Maybe it is the way your boss calls out your name that you know you are in for it.

It is through our attention to detail that we know that this or that tone over the phone means something good or bad, if we have lost the sale or not. So, the goal over the next few pages is to bring into our conscious awareness all these things you have never noticed you knew.

Personally, I found it quite an exciting game to spend time listening to the subtle changes and exchanges that happen over the phone, it is a fun process to begin to truly hear what people have been saying and the different indicators that have been present. It is also important in the early stages of learning attention to detail that you just observe what people are saying and the different inflections and indicators that pop up over the phone. The issue that often comes up for people when analysing others is, they start assigning meaning based off the smallest amount of information. It is important to go through the processes of gathering information about the person you are talking with. Begin this process of attention to detail by just noticing the changes that occur from moment to moment. Once you can begin to notice more and more changes in a person over the phone you will then be able to assign more and more meaning to what the changes mean. When we assign meaning too soon to people's words, they are often based on what we think the words mean to us and not what they mean to the other person. Your goal should be to get a strong foundation of attention to detail so that from moment to moment you can identify a change in someone and truly hear the words and language that they are using. From there then look at finding the meaning in the changes that happen in a person from moment to moment.

In the previous chapter we looked at key words and phrases people might use while talking, this is a great place to begin practicing attention to detail. Start to listen for the types of words people are using over the phone. Begin by spending one day listening out for kinaesthetic words and then visual words and so on until you have the attention to detail to hear the different words and phrases that people use.

The next thing to start listening for is the different inflections in the voice, do they use a commanding tonality, a questioning tonality or do they make a statement. Next, begin to notice the different speeds that people talk at, noting that visual people will speak much faster than kinaesthetic people do. This means you should notice they types of words match the speed of talking.

Make it your job to hear these things over the phone. It is also important to pay attention to your own feelings that are occurring in the moment as what you are feeling and thinking will also give you an indication of what is going on in the exchange. If you can make note of positive vs. negative feelings and see how that relates to their primary system, vs. yours.

What am I listening for?

Still not 100% sure what you should be listening for? In the table below is a list of most of the different things you should start to notice over the phone.

Listen For	Example/Description	Indicator of
The words that the person is using	Listen for visual, auditory, auditory digital, kinaesthetic, olfactory & gustatory words	Their primary representational system
Key phrases	"I want to a clear picture of what you are talking about"	Needing a picture, diagram or map of what you are talking about, indicates that the person is possibly primarily a visual person
Key Words	Cool, Dude, Champ, Sweet, Great	People will have different key words that they use all the time. Listen for them and as we move further into this bok, you will add to your ability to create rapport if you know the key words a person uses
Breath Rate	Fast – Slow	Faster breathers are often more visual, slower breathers are often more kinaesthetic and in-between is Auditory
Speech Rate	Fast – Slow	Faster speakers are often more visual, kinaesthetic people often speak slower and auditory people will often speak in between the others
Common Experiences	"I like to go to the gold coast for holidays"	This gives you a chance, if you have had the same experience, to talk about things you have in common

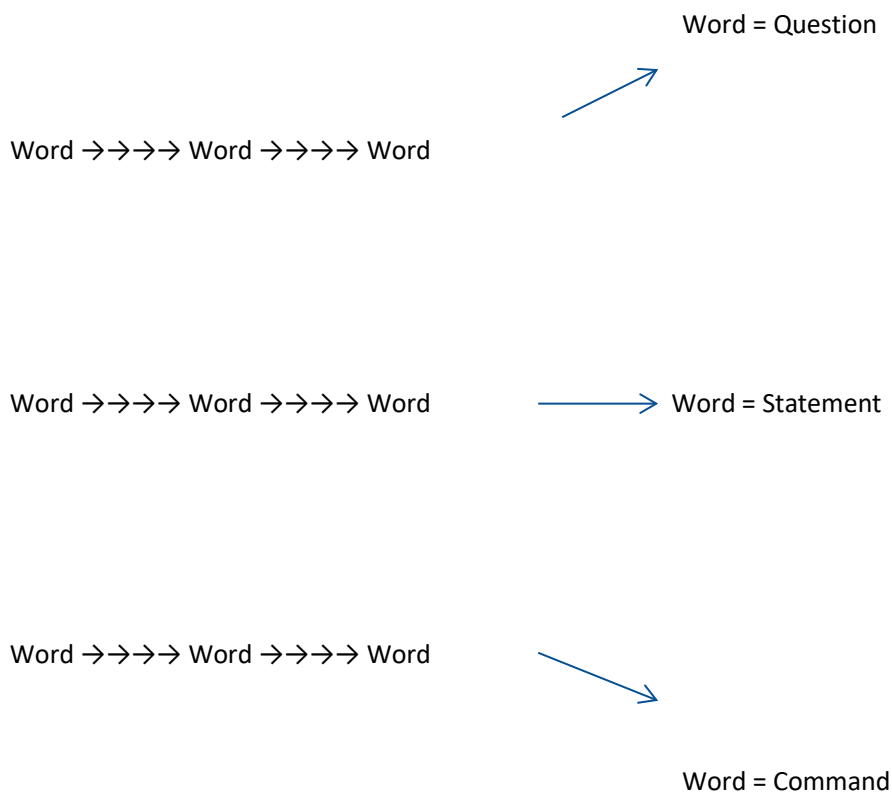
Associations	"I am friends with Paul, who works with you"	If you have the same associations as some one it is worth noting as this can be a place of common ground that you can shear, which can increase rapport. It can also be worth while finding out about the person before you talk on the phone
Sound Bites	"I am....going to....work all....weekend.... this week"	People will speak in different sound bites, grouping small or large chunks of words together. Listen for how many words a person speaks before the pause or break the sentence
Voice Volume	Loud – quiet	Begin to notice if some one is talking louder or softer as this will add to your ability to create a deeper level of Rapport as we move forward
Roughness	Harsh - soft	Is the voice of the person harsh, rough or gruff? Is it soft and gentle?
The tone of the person	The overall quality of the vocal sound	Is their voice clear as a bell or hard to comprehend?
Timbre of the voice	The character or quality of a voice, distinct from its pitch and intensity	Are there any key differences in how they speak, a odd twinge or edge to their voice?
Shakiness of the voice	How does the voice sound shaky or solid	This can indicate nervousness or shy ness, or impatience with this call.
Is there an emotion in the voice	Does the person voice sound angry or happy	This will give you a indication of their emotional state which can help you gauge your approach to your call.
Voice inflection	Does the persons voice go up and high when talking, like asking a question or does it go deeper and down like a command	If a persons voice goes up in tone, this is a questioning tonality. They are literally asking you a question with their tone. If the tone is in a flat, level manner it is a statement they are making. If the voice tone becomes deeper and goes down, they are giving you instructions or a command. They want you to act now.
Your personal feeling	What are you feeling while talking to the person, what thoughts are you having or saying to your self while having the conversation	This can be a help or a hindrance, if you are on a sales call and you are talking down to your self it is not going to be helpful. If you have clear minded and confident and you get a negative or positive feeling it will be useful to notice it and to make note.

Name	Listen for the persons name and write it down if you have to	The more you can use a persons name in a conversation, the more rapport you will build with new relationships. If you are talking to a old friend, don't over do it.
Where are they from?	Where is the person from, if they tell you write it down if you have to	Asking this question will give you a chance of building more common ground, but if they are not willing to tell you, there may still be a lack of rapport
Why are they calling	What is the main reason for their call, write it down if you have to	Always remember why you are on the phone with a person, you don't want to get lost in a conversation and not answer their question. You might hang up and not have fulfilled their reason for the call.
How much information do they give you	Little or a Lot	Listen for how much information the person gives you; if they give you a lot of detail it may indicate that they have auditory digital as their primary representational system or that you have build enough rapport for them to feel safe to share.
Vague or specific	"Hi id like to talk to you about a car" or "Hi id like to talk to you about a three button, pin stripe suit"	This is a great indicator of their level of thinking, is it abstract of specific.
Repeat your words	Does the person you are talking to repeat your words	It may indicate that they are an auditor person and need to hear what you have said again.
Silence	There are extended amounts of silence from the person you are talking to	May indicate they are repeating in their head what has been said or even need to be lead through the conversation or that they are simply not interested in what you have to say.

Tonality inflection

The meaning of your communication will change depending on the tone you use when speaking. It will affect how the person hears you and what they think of what you have said. Tonality will go up, neutral or down.

The diagram below gives will give you and idea of what you are listening for in a person's tonality.



As well as listening out for the above things you can also carryout the different activities below to start to hone your ability to have attention to detail.

Recall a Conversation Activity

The reason for this activity is to notice how much information you have actually heard over the phone. It will develop your ability to pay more attention to what is happening on the phone. What you want to focus on is your ability to recall everything that happened in a previous conversation.

To get the best possible results, find yourself a quiet room, sit down with your eyes closed and complete the following process:

Remember the last phone conversation you had;

Start at the beginning of the conversation;

What was the first thing the person said?

Play the entire phone conversation over in your mind like a movie (going from scene to scene), where needed rewind and replay different parts of the conversation;

While going through this process notice the following;

Why had the client called?

Was there a problem?

Did you come up with a solution?

What key words did the person use?

What types of words did the person use?

Did you feel like there was a connection between you and the client?

Did you notice the different types of inflection in the person's voice?

Review your results of the above thinking process and see if you can notice any other details from the conversation. Write down all the different things you noticed.

Once you have completed this activity make a point in subsequent conversations to notice more that is happening in a conversation, you should begin to hear more of what people are saying, aim to hear more and more of the words, phrases and key words people use. Remember the purpose of this activity is to start to hone your ability to have attention to detail. Mastering this skill will strengthen your ability to create rapport with a person over the phone. You might even like to review each conversation you have directly after you have finished it, giving you instant feedback on how it went.

Identifying VAKAd Language Activity

This activity will help you hone your ability to identify what representational system a person might be. You will be listening for and recording any visual (V), Auditory (A), Kinaesthetic (K) and Auditory Digital (Ad) language you hear a person use over the phone.

To complete this activity, have a note pad and pen next to the phone, and with your next phone call complete the following steps:

- Write down the person's name
- Write down any key words the person uses. EG. Dude, cool, fun, great etc
- Write down any VAKAd language that the person uses
- Write down any other indicators you notice that are in the 'what am I listening for' table above.

The intention with this activity is to get you listening for the different indicators that are present in any one phone conversation; this will hone your ability to have solid attention to detail. Practice this process as many times as you like until you begin to hear more and more. You should get to a point where you start to hear the key words and phrases and not need to write them down.

Mapping a Phone Conversation Activity

This activity will teach you how to map out your entire phone conversation and give you a clear picture of what your client is looking for as well as give you their words that they have been using. This activity will require strong attention to detail, a fast writing hand and sharp ear. You will be listening to everything that they will be saying.

This activity is similar to previous activities, except your goal is to write everything down, including:

- Persons Name
- Reason for calling
- Problem they are presenting with
- Their full sentences they say moment to moment

There is obviously a lot more writing involved with this activity so make sure when you first start it you find that balance between writing and actually helping the person and with practice you should be able to capture most, if not all they say. If you miss some thing, make a point of asking the client to repeat what they said so you get it or read back what you have written, giving them a chance to correct you if you got it wrong.

Once completing this activity you will have a full map of what has been said and when in conversation you will have a clear picture of why someone has called, their key words, phrases and this will also add to your ability to create a deeper level of rapport which we will talk more about in following chapters. Obviously while completing this activity remember to help them and give the solution they are calling for, which can be a tricky balancing act.

Voice Recording Activity

This activity is about getting familiar with your self, to get an idea about how others hear you. To do this activity you will need a voice recording device (most smart phones will have one). The activity is simple; record your self having a phone conversation. Once you have recorded your self you will want to analyse the results of that conversation, you want to notice what type of language you use, what is your primary representational system you talk with, what type of inflections you hear in your voice. How fast or slow do you speak, how loud or soft?

The exact steps I am asking you to follow are:

- Set up your recorder
- With the next phone conversation start the recorder
- Leave it running the whole conversation
- Once the conversation is complete find a quiet place so you can listen to it
- With a note pad and pen listen to your conversation
- Write down any key words, phrases you hear
- Write down any VAKAd language you use
- Are you speaking fast or slow, loud or soft?
- Are you using a questioning tone or a command tone?

Collect as many notes you can on your self and start to see how you have been communicating to people. The consequence of this activity should mean you notice the same things you do in others. It should hone your ability to have attention to detail. You will start to get a clear picture of how you have been communicating over the phone so you can improve and become better at attention to detail.

Now that you have completed all these activities you should have a much stronger foundation for attention to detail, you should be able to notice more about how you speak and more about the language other people use, the different tones in their voices. You should be able to write down and map a conversation and you should know about the words you and others use, as well as the way you speak over the phone. To get the most out of these activities make a point of completing them more than once so you can hone your skills even more. Now that you have set a solid foundation of understanding tonality, what to listen for over the phone, words and phrases people might use and representational systems we can look at the specifics of rapport and what these skills you have been developing mean in terms of creating and increasing your level of rapport with another person.

Chapter 5

Create and Increase Phone Rapport

Now that you have a strong foundation of attention to detail, we can look at what rapport is, how it breaks down over the phone and what you can do to create and increase the rapport you have with the people you talk to.

When thinking about rapport and creating rapport over the phone keep in the back of your mind the reason you are learning about rapport, what is the intention for trying to create and strengthen the connection with the other person on the other end of the line?

If you are reading this book you must have a message you believe in, a product you think can help people or just want to connect with people on a deeper level so when learning these skills keep that in mind. Focus on the good you want to do, focus on how you will be able to help people and that the easiest way to do that is to create a strong level of rapport. When creating rapport, you want to make sure you are in a flexible mind set as you will be connecting with people and communicating with them the way they like to be communicated to (not the way you like to communicate). We as humans want to talk the way we talk and feel that how we talk everyone will get. In truth thought about 40% of the population is Visual, 40% is kinaesthetic and 20% is Auditory so in any moment we may only be speaking the same language of 20 – 40 % of the people you talk to. So, what I am suggesting is, have the flexibility in your communication so that you don't just talk the way you like to talk, start speaking the way others speak as well. The consequence of this is you are respecting the person you are talking to at a deep level, connecting with their way of thinking. So, keep flexibility in the back of your mind and open your self up to communicate the way others communicate not just the way you do.

As well as the percentage of people that fall into the VAK percentages you also can look at the percentage that words and tonality play a factor over the phone.

7% of our communication is through the words we use, meaning the smallest part of our communication includes thinks like a person's key words like dude, cool, great etc.

Knowing that 7% of our communication is our words how best can we capitalise on the full 7%. What are the specifics that we can do? We can use the same key words and phrases as the person we are talking to, if we have common grounds like places we have worked, people we have worked with; even things like where in Australia we have lived and worked. There are so many parts to the 7% that we can create a huge connection just by finding that common ground. Look at the table below to get an in-depth look at the different areas of this 7%, the words we use.

38% of our communication is though our tonality, the way we say some thing, the inflection in our voice, the tone, the volume, the speed and pace. Meaning the larger chunk of our communication over the phone is a lot more than just the words we say, it is how we say it. The table below has more examples of what this means so you can get a full picture of all the different parts to the 38%, how we say things.

So, people are speaking different languages, and obviously there is a lot more to a conversation than just talking, there is a lot more to rapport over the phone than just helping someone. It is my goal that you start to hear the different language that people are using, that you notice how you might be able to start using the same words as the people you are talking to, that you start to hear all the parts of communication, the visual, auditory, kinaesthetic, the tone and inflection. Notice that there is simply more to hear over the phone than hello and the problem someone has and the solution you are looking to come up with.

If you want to master communication and rapport, start to think “how can I do this better”?

What we need to start looking at is how you can put everything you have learnt into practice, how you can start implementing the foundation skills you have been developing, what we will cover now is matching people’s words and tones.

Matching

So one of the techniques you can employ to create and strengthen rapport is to matching the person you are talking to. When matching someone’s language and tone we are creating a connection with that person, we are speaking the way they speak, when someone likes what another person has to say it is because it is said in a way that they like to hear it. What you are creating by matching the person you talk to is that connection. When people like each other it is generally because they are like each other. The types of things that you are matching are how the person speaks, the speed, the volume, the words and the phrases. If you explore the table below it will go into detail all the different things you can mirror over the phone, what to listen for and description on what is happening and or the action you can take.

What you can Match

What to Match	Listen For	Description / Action
Words	Visual, Auditory, Kinaesthetic and Auditory Digital language	Once you identify a person's primary representational system begin to use words from that system
Key phrases	The different phrases some one uses, like: Rock and Roll, catch you latter, have a great day	Begin to use the same phrases as the person you are talking to during conversation
Key Words	People use different key words like dude, cool, fun, great	When you start to hear different key, words use them in conversation with that person
Breath Rate	How fast, slow or loud a person is breathing	Breath as fast, slow or as loud as the other person
Speech Rate	How fast or slow the person is speaking	Speak as fast or as slow as them
Common Experiences	Experiences or things that the person has done that are the same as you	If a person talks about a place you have been or know of or an activity you do, point it out to the client that you do or know those things.
Associations	The people some one knows	If you know the same people mention it
Sound Bites	The spacing between words	Use the same spacings in your speech pattern
Voice Volume	How loud or soft the person speaks	Speak at the same volume as your client
Tone Inflection	Questioning, statement or command tonality	During conversation use the same type of tonality
Is there an emotion in the voice	Anger, sadness, fear, hut, guilt, joy, love, happiness etc	Imaging and speak with the same type of emotion you hear in their language
Your personal feeling	What emotion, sense or feeling do you personally have	Check to see if it is the same as the person you are talking to

Name	Do they use your name a little or a lot	Use their name the same amount as the client
Where are they from?	Where they live or are from	If you are from the same place or know the town mention it
Global or Specific	When the client speaks do they talk about the big picture or talk about specifics	Communicate global or overarching information or specific information and details

Matching any one of these areas of communication will begin to create and strengthen the rapport you will have with an individual. It is important that I point out thought you should not mimic the other person you simply want to meet them where they are at. It is not a process of overt action it is a soft matching process. Begin by matching one or two things you hear over the phone and with confident and testing you will begin to match more and more behaviours of the people you talk to until you get to a point where you can create a deep state of rapport in the first few moments of a conversation.

Pacing and Leading

Another key part to creating, maintaining and measuring the rapport you have created with another person is to observe how well you can lead the other person.

The reason we pace, and lead is to, firstly, begin creating rapport and secondly to test to see if we have created rapport with the person we are talking to. To do this it will take your attention to detail to hear what is happening over the phone. A simple way of looking at the process is:

Pace – Pace – Lead

Or

Match – Match – Do They Follow

What you are doing is matching a person a few times and then to measure if you are creating rapport you see if they follow your lead.

For example, you might be matching the speed some one talks and the volume and after doing that for a few moments slow down or speed up how you are speaking and see if they follow you. If they don't return back to pacing / matching them and then try increasing or decreasing the volume you speak at and listen for them following you. This process of pacing and leading is a fluid process that may go on the entire conversation and it is a great way of measuring the level of rapport you are creating, so pacing and leading (specifically leading) is the baseline tool to measure if you are creating rapport with someone.

Like previously stated this is a fluid process and is present always in conversation, there are many things that will make the level of rapport go up and down through a conversation. If you are in sales there may be resistance to the product you are selling or if you are helping some one they may have other thoughts that conflict with the help you are giving them, this can break rapport, so be aware that you are creating rapport to strengthen the connection you have with some one and that is an ongoing process. You also want to want to have a connection with the people you are talking to which will add value to the matching, pacing and leading you do.

Breaks in Rapport

Thought out a conversation there will be times when there are total breaks in rapport and there may also be times where you need to break rapport with some one over the phone. If you are in sales you may be talking to some one this is obviously not interested in your product but continues to speak with you, so it may be necessary to break rapport so you can move on. There will also be times that someone you are talking to begins to try and break rapport with you and it may be useful to be able to identify this and take action on what you have noticed. So, what specifically are breaks in rapport?

Maybe you have created a great level of Rapport with a person, and everything is going well but you know it is time to move on. You may have to create a break in rapport you can move on. Start to shift from matching the person's words, phrases, speed, volume etc to doing the opposite. For example, if they speak fast, you can slow your speech or if they use visual language you might start to use auditory language. Doing this will begin to break the level of rapport you have with that person, then allowing you the chance to end the conversation or move on to your next point.

The other thing that you might notice happening in a conversation is the person you are talking to create a break in rapport. Imagine you are in the middle of a conversation, and everything is going well, you are laughing, feel totally connected with the person then suddenly there is a total change in their tone, speech patterns and conversation style. This is a clear indicator that something has changed. The person may need to leave or has some thing else they want to talk about, so begin to look out for breaks in rapport. You can use this to your advantage by noticing the change and letting someone leaves a conversation before they are frustrated with how long it is going on. These breaks in rapport are an indicator that something needs to change, weather it be the end of a conversation or change topics. If you are in a service where you are helping people it could also be an indicator you have found an important point that needs to be looked at further and if this is the case continue to match, pace and lead.

Indicators of Phone Rapport

By now you should have a good foundation of attention to detail, pacing and leading and all the different things you should be listening out for. In addition to what we have covered so far, here are other things to look for when creating rapport over the phone. If you notice any or all of these things it is a good indication that you have created rapport with the person you are talking to.

These indicators can include shifts in tone, the feeling you get, and the things the person may say on the phone, review the below table to get a picture of the different indicators people will display.

Indicators of Phone Rapport

What's the indicator	What does it mean
A tonal shift	You may notice a tonal shift in how someone talks to you. Their voice becomes softer and more connected to you
An internal feeling	There will be a point where you get a good internal feeling, that you are truly connected with this person. Sometimes it can be like butterflies in your belly
A question of familiarity	The client may ask a question like "have we talked before". This is a great indicator of Rapport. Other examples include asking if you are a certain star sign as well. Another comment will be "do I know you" or "I recognise your name"
Leading	If someone starts to talk the way you do, use the same words, speaks the same speed and follows you when you change how you talk this is a clear indicator
Conversation Topic	If you find that the conversation topic moves to more personal information, general chit chat you would have with a friend it is an indicator of rapport
Conversation Flow	Does the conversation move more like one between you and a mate? Joking, talking about the reason for the call, conversation about things you do for fun then back to the topic at hand. Also you might find that you start to laugh at jokes you make or stories you tell. Things like this are a good indication of a strong connection
Comments on Conversation close	When you finish your conversation and about to hang up, what happens? Does the client make a comment like "I hope to get you next time" or "we should talk again"? Even a show of gratitude and thanks is a great indicator that you have had a strong Rapport and connection

Chapter 6

Phone Conversation Strategies & Tools of the Trade

To be successful talking with your customers on the phone you need the foundation of all that has been covered above plus the different strategies that follow. Knowing how to create and maintain rapport is one thing, but if you don't add in these other key practical elements, success is not guaranteed.

Below are the basics that everyone should know when thinking about creating and maintaining rapport. Remember how 7% of the communication is words we use. Well what would happen if we left the 7% out? There would be so much missing from our communication. So, to make sure we cover every thing to do while on the phone, lets make sure you are set up to deal with any situation you face on the phone. Review the table below and where possible have these tools available to you when ever you use the phone.

Tools of the trade

What Do You Need	Why Do I need it	How is it use full	What else
Pen and Paper	Record specifics of a conversation as well as recoding key words or phrases of the client	Helps map out why a client is calling as well as adding to your ability to identify the representational system of your client	
Voice Recorder	Useful to record your self and the conversations you have	If you want to understand the language you use and how you sound to others this will allow you to gather that information	Make sure you always have permission to record others as well as works permission to use it in the office
Diary	Capture key appointments, add reminders, record follow up dates and times with clients	If you have important clients or appointments make times to re-connect with them	This will greatly increase the level of rapport you have with a client if you contact them when you said you would or even just out of blue
Earpiece	To give you freedom of movement	Using an earpiece will give you the ability to use your whole physiology in a conversation as well as use both hands to find information and write things down	Positive physiology translates in your voice over the phone
Know how hold works	Professionalism	You always want to be able to put some one on hold if you have to cough or ask a question	
Know how to transfer a call	Getting people to the right people	If you want to put some one through to a manager or colleague, you want to be able to do it with ease and with out interruption.	If you don't know how your work phone system works properly, ask and practice how to use it

Physiology of Phone conversations

Did you know that how you sit, the mental state you are in, the way you feel, the way you answer the phone can change how you sound to the person on the other end of the phone, even a smile can be heard over the phone. When answering a phone have your outcome in mind. What are you trying to do, sell something, help someone or are you just connecting with the person. Then think about what state of mind you should have for the conversation. Should you be happy, excited, confident, clear and concise or should you be quiet, reserved or empathetic? Now when you know what state of mind you should be in, think about how you would sit in your chair to be in that state or even better think about how you would stand? What does being happy look like, confident or empathetic? Below are activities that you can carry out to get a clear idea of the physiology of a conversation. The other key point I want you to get is when you answer the phone un-happy, depressed, sad or angry this will come across in the conversation. Now if you are trying to help people, sell something or connect with them being in a mad or sad state will not communicate the message you are looking for, so try these activities out.

The Smile

This activity will give you an idea about smiling on the phone, what it is like to do it and not to do it. You will need a friend or colleague to help you with this activity.

No Smile

This time when you call your colleague do so with a big, sad frown

Continue the conversation over a few minutes, holding onto your sad frown, going through the feedback process at the end

Smile

Simply call a colleague and open the conversation with a huge, happy smile.

Continue on with a normal conversation for a few minutes, holding on to your happy smile and after a few minutes ask your colleague how they felt when you first started to talk with them. The key to the success of the feedback is that you just receive the feedback, writing down what you can, don't argue the point just hear them.

You may notice reviewing the feedback and the difference between how you sounded in the first call to the second. The key to take away from this activity is simple. Smile when you answer the phone or make a call as it will make a difference to the person you are talking to on the other end of the phone and support whatever your outcome is for the call.

Phone Physiology

This activity is designed to show you the difference between confident and unconfident body language over the phone. You will end up in two different states of mind as well as two different ways of sitting that will change the outcomes you get while on the phone.

Unconfident

To carry out this activity you will need to change how you are physically sitting. We will go to the extreme example of an unconfident person so as to get the cleared difference between the two. So, follow the instructions below to get into the state and then call a pre-arranged colleague that will be able to give you feedback on how the conversation goes.

From the sitting position in your chair, do the following:

- Slouch over
- Look down
- Begin to frown
- Think about how the conversation will probably go bad
- Remember as many failed conversations as possible you have had
- Think about how hard it will be to connect with the person you are talking to
- Shrug your shoulders
- Pick up the phone and make the call
- Answering very unconfidently and defeated
- Carry out your conversation for a few minutes
- Finish the conversation and go through feedback

Now, shake off that conversation, STAND UP. Look up and around and clear your mind.

It is important after carrying out an activity that you totally break the state you were in. You probably noticed when thinking that way and feeling that way is very hard to have a good conversation and that it impacted the results you would have or could have had in that conversation.

Confident

Now let's look at how a confident person might answer the phone.

- From the sitting position in your chair, do the following:
- Sit up tall and confident
- Shoulders back
- Look slightly above eye level
- Think about how the conversation will be a success and how you will get your message across
- Remember the best, most fun conversations you have had with clients or friends
- Think about how easy it will be to connect with the person you are talking to
- Pick up the phone and make the call
- Answer confidently, smiling and happy to be talking with some one
- Carry out your conversation for a few minutes
- Finish the conversation and go through the feedback

How did you go? What was the feedback like? How did you feel having the conversation? Did you notice how it starts to flow better and that there is a better connection between you and the person you are talking to. You will find the results you get when talking with confidence, focusing on a good outcome will always work better than the opposite. Your physical posture will affect your verbal communication. And whether you are in sales or helping people you want to get the most out of your communication over the phone. So, make sure you hold a physiology of confidence and success when talking over the phone.

The next level from here is, if you are in a sales and have the requirement to cold call and make sales over the phone, is to stand. It will mean you can easily use your arms and body language to support what you have to say. It will mean you can move and flow with the conversation. This will give you the edge when communicating over the phone.

Conversation Techniques

There are some great conversation techniques that you can use to gain agreement from some one when attempting to sell some thing, putting across a specific message or make a suggestion with out specifically saying it is from you. The techniques below are about changing the level of abstraction when communicating. When something has a high level of ambiguity or abstraction, it is easier for the listener to agree with you. For example, you are reading this book, thinking about what ever you are thinking about, which means you are learning a lot about rapport! This is an example of me pacing your current experience. Look at the table below to get some great ideas how you can use these different techniques.

Conversation Techniques

Technique	What is happening	Example	Extra Info
Pace current experience	When pacing current experience, you are leading the persons mind to a specific outcome. You are leading the images and thoughts they are thinking to a point where they may more easily accept what you really want them to hear	“Because you have called us today, from wherever you are now and talking to me that means that we can help you” OR “Because you are sitting in your seat, talking to me now, about the product you’re interested in means you could buy from us”	
Extended quote	Extended quotes are a great way of building your story so that you can indirectly deliver a message you want to give someone.	“I was talking to Mary in sales, who told me that Mat thought this would be a perfect product for you to invest in”	
Tag questions	Tag questions are a useful way of gaining agreement. It has the person you are talking to continue to say yes.	“You called because you are interested in how we can help you, aren’t you” or can’t you, won’t you, will you	You are simply adding a yes question on the end of statements
Getting Specific	The reason you want to get specific with people is to make sure you have all the information you need to be able to help them.	“What specifically do you want” or “How would you like that to happen”	One of the key words to getting more specific information is simply the word “specifically”. Your goal is to get as much information to allow you to help the person and to do that you may need more information, so ask for it.

Get Elevation	When getting elevation on a subject is a great way of gaining agreement with some one. It is very hard to hold onto a problem when you can't disagree with a point that is very big picture.	"What is your intention for this call?" or "what's the purpose for your call"	Remember that you want to find the overarching reason why some one has called so you can show them how you are meeting that reason.
Charisma Patterns	When communicating with some one and you do not know what their representational system is you can use the charisma pattern. This is using VAK language in that order and sequence, so you have the most chance of hitting the persons rep system in that conversation	"It is great to see that you have called today, I am keen to hear what you need and finding a way forward to a solution for you today"	You can see that we have you sed Visual language, then auditory language and finally kinaesthetic language. From here you simply continue to loop VAK language through out the conversation. To get the most out of it match your voice speed and volume to each rep system to get the biggest impact. EG Speak fast for V, Slower for A and the slowest for K
Answering the Phone	There are many ways to answer the phone, the things to keep in mind are, what the outcome I am looking for is. Am I helping people or selling to people? Depending on the industry you are in will also depend on how formal you will be. There are some simple foundation approaches to work from and master.	"Good morning, this is Name, How can I help you?" Or "Good day you have reached business name, my name is name, can we help you" or "Hello this is name"	Now there are obviously many ways of answering the phone keep in mind being polite and prompt, try getting to the phone in the first three rings. Also use the time of day weather it be morning or afternoon. Always include your name and the business name where required.

Chapter 7

Summary

The chapters in this book teach you the skills and tools you need to know to be able to create, maintain and deepen the level of rapport you have with people over the phone. Phone rapport is a must have skill if you use a phone for business, it is these foundational skills that will improve communication and connection with the people you talk with over the phone. We suggest talking with colleagues and friends about what you find in these pages. Spend time re-visiting the activities and the content to hone your ability to create and maintain phone rapport.

The other suggestion we have is keep this book next to your phone for tips and hints while you work, if you can't remember VAKAd language go to words and phrases in chapter 3 and read through them as you talk to your clients.

As this book comes to a close I hope you have built a strong foundation for creating phone rapport with any one you speak to as I truly believe that rapport is the key foundational skill to be mastered if you want to be a great communicator. Every part of business and life in general requires you to communicate and connect with people and this is why I focus so much of my attention on teaching people the skills they need to be able to create rapport with others, the connection you have with them can grow.

Rock and Roll

Robert Way

Acknowledgements

Rapport is about each individual and groups. When I started writing this book, I knew there were many people in the personal development industry that reference and teach rapport. Some of them have been instrumental in the writing of this book as it was their process of discovery in some cases that made it possible to write about and teach rapport. Dr Milton Erickson is the god father of hypnosis and through his career found that rapport was the basis for communication and therapy, and it was from this place that rapport could be modelled and brought forward into modern day communication. As a consequence of his methodology, teachers of hypnosis and Neuro linguistics programming and other personal development tools have been able to teach the skills of rapport and enable me to write this book and share rapport with you.

Thank you to all the personal development master's that have influenced me including Christopher Howard, Tad James, Caron Egle, Tony Robbins, Duane Alley and many others.