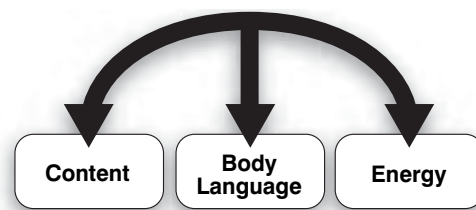


## How to Build Rapport

Rapport is often referred to as 'being on the same wavelength'. When people have rapport, they understand each other and get on well. It is a vital factor in customer service and successful business relationships.

When people have good rapport they often mirror behaviour on a number of different levels:

- Through their body language and non-verbal communication
- Through their energy and pace, which is often reflected in the speed and tone of their voice
- Through the content and language of what they are saying



Next time you want to make an impact, try to relax and match the other person. This doesn't mean mimicking them exactly, but it does mean paying attention to what they are saying:

- If they are sitting, make sure you sit down so you are at the same level
- Match your voice and energy
- Use similar body language

Once you achieve rapport this will happen naturally, so you are only trying to enhance what is a natural phenomenon.

If you are always aware of these cues you will be able to identify when people have good rapport or not, just by watching their body language.

### Matching Energy Levels

Creating rapport through body language is important but equally valuable is the ability to match others in terms of their energy and pace. Some people are fast paced. They talk quickly, use lots of gestures, have a wide range of facial expressions and are generally energetic in nature.

*'Making a positive difference to everyone we connect with'*

Other people are slower paced. They are more reflective, talk at a more measured pace, like time to think things through and are not as expressive through gestures and facial expressions.

Be aware that energy levels can change under stress. Often in presentations people speed up and even gabble, losing the richness and texture of their voice. If this happens to you, do something to break up the pattern; take a drink from a glass of water, breathe slowly and deeply, take a pause and move on at a more acceptable energy level.

If you want to create more impact with others, try to match their energy level. This may mean slowing down a little, or adding a bit more energy to your personal presentation style.