



Building Rapport for Better Business

Hints Tips and Information

- Did you know that 90% of lasting impressions are created in the first 90 seconds of an interaction?
- Impressions can be changed over time – but it helps to get it right at the outset.
- Rapport is a relationship of mutual understanding and trust – how can you build understanding and trust in 90 seconds? Pay attention to how you make an initial contact.
- Who do you need to build rapport with and why?
- What gives you a good impression of others?
- What do you think feel or notice when meeting or speaking to someone for the first time?
- What gets in the way or puts you off on your first encounter with someone?

Remember to:

- Pay attention to your expression position and gestures (even on the phone)
- Be aware of your pace, tone and volume and language

- Match, mirror and be aware

Above all – Be Aware but Be Yourself