BUILDING RAPPORT & WINNING THE BUSINESS

Course Code: 831183

Turn every customer interaction into a trusted partnership.

In today's competitive environment, customers don't just buy products — they buy confidence, connection, and clarity. Building Rapport & Winning the Business is a powerful, hands on workshop designed to help professionals strengthen trust quickly, understand what truly motivates customers, and communicate with confidence and empathy at every stage of the conversation.

Whether you're in sales, pre sales, customer service, or any client facing role, this course gives you the tools to stand out through authentic relationship building, insightful questioning, and emotionally intelligent communication. You'll learn how to recognize customer motivators, tailor your message to different personal needs, handle pushback with ease, and guide conversations toward meaningful next steps — all while making clients feel heard, understood, and supported.

By the end of the session, you'll walk away with practical frameworks you can use immediately, including the Trust Equation, the LISTEN questioning model, and proven strategies for objection handling, empathy, and emotional regulation. If you want to deepen relationships, influence outcomes, and drive stronger business results, this course is your competitive edge.

What You'll Learn

- How to build trust quickly using the Trust Equation and proven rapport building techniques.
- How to create strong, positive first impressions through confident communication, active listening, and clear follow ups.
- How to identify customer motivators and adapt their communication style to different personal needs and behavioral profiles.
- How to apply the Personal Needs Wheel to tailor conversations and avoid communication missteps.
- How to strengthen listening and questioning skills using the LISTEN Framework to guide clearer, more productive customer conversations.
- How to use emotionally intelligent techniques — including empathy, self regulation, and de-escalation — to manage challenging interactions.
- How to confidently navigate objections with a simple 6 step objection handling method and practice real-world scenarios.
- How to close conversations effectively by aligning on decisions, clarifying next

steps, and ensuring customer confidence.

Who Needs to Attend

Sales teams, solution engineers, account managers, consultants, customer facing professionals, and anyone responsible for building trust and moving conversations forward.

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CLASSROOM LIVE	$795 USD	1 Day

Classroom Live Outline

Module 1 — Building Rapport

Objectives: Identify ways to build trust; create and maintain strong first impressions. The Trust Equation

- Credibility, Reliability, Intimacy ? Self Orientation.
- Debrief: What behaviors raise each factor? What reduces self orientation?

- **First Impressions**
  - Listening first; confident, warm tone; respectful, empathetic written follow ups; set/meet expectations.
- **Rapport Tactics**
  - Personalize (use names); reference specifics (industry, goals); lead with value/outcomes; ask insightful questions; find common ground; match/mirror appropriately.
- **Role Play (Scenario 1: Building Rapport)**
  - 1–2 minutes to demonstrate rapid rapport with a new prospect; observer gives one “strength” and one “do differently.”

Module 2 — Understanding Customers

Objectives: Understand customer perceptions/motivations; adapt to personal needs

- **Customer Motivators**
  - Value, Availability, Quality, Relationship, Expertise—what cues reveal each; how to respond. Group exercise: two motivator breakouts
- **Personal Needs Wheel**
  - Profiles (Achiever/Success; Contributor/Acceptance; Logical Thinker/Structure; Evaluator/Caution; Expert/Attention; Director/Control).
  - Breakouts: “3–4 best practices to communicate with your assigned need; what not to do.”

- **Application to Your Own Customer**
    - Reflect on a recent (possibly challenging) interaction; identify motivators and top two needs; redesign your approach for a better outcome.

Module 3 — Using Communication Skills Effectively

Objectives: Use assertive techniques; strengthen listening; improve questioning; practice empathy.

- **Agressive vs Passive vs Assertive**
    - Assertive body language & tone checklist (posture, eye contact, gestures, pace, volume, pitch). Practice in triads.
- **Signals that Carry Meaning**
    - Explore verbal, para verbal, and non verbal channels (discuss typical “7 38 55” interpretation and its limits in context).
- **Listening: 10 Habits**
    - From valuing the interaction and maintaining eye contact to clarifying, note taking, and confirming understanding. Self assessment: Always / Sometimes / Need More.
- **Questioning Skills**
    - Open vs closed questions (reframing drill); “turn statements into probes” exercise.
    - **LISTEN Framework**
        - Learn the situation ? Identify the issue ? Surface the impact ? Target the priority ? Explore options ? Next steps; sample prompts and partner practice.
- **Emotional Intelligence & Empathy**
    - Triggers and self regulation (six second pause; time out; breathing/visualization; reframing self talk).
    - De escalation signals (phone/email); language to avoid (“always/never,” “should/shouldn’t”).
- **mpathy formula:** “Sounds like you’re [feeling] about/because [fact]. Pause and listen.” Practice with scenarios

Module 4 — Dealing with Pushback/Objections

Objectives: Increase confidence with objections; follow a simple handling sequence Method:

- Listen (no interruptions) ? Empathize/Acknowledge ? Clarify (“What’s behind that?”) ? Respond (calm, factual) ? Navigate Options ? Agree Next Steps (“Does that address your concern?”).

- **Common Objections**
    - “Fees seem high,” “Happy with current provider,” “Need to think about it,” “Now’s not a good time”—model answers and transitions.
- **Triad Scenario**
    - Client: “This feels like more than we need.” Run 2–3 minute conversations; observers provide behavioral feedback.

Module 5 — Next Steps & Integration

Objectives: Integrate skills and lock in behavior change. Final Considerations

    - Techniques to ensure alignment at the end of a customer interaction (clear recap, confirm decisions, next steps, ownership, timing).

- **“The Scenario”**
    - Customer: “Our system has been running slower lately…” Rep must ask 4–6 questions before offering solutions; use plain language; optional “customer details” on request; observer rubric provided.
- **Reflection & Commitments**
    - “What was most helpful? Your single biggest takeaway to enhance relationships?” Capture 1–2 commitments per participant

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Jun 26 - 26, 2026 | 9:00 AM - 5:00 PM EDT

Aug 21 - 21, 2026 | 9:00 AM - 5:00 PM EDT

Oct 23 - 23, 2026 | 9:00 AM - 5:00 PM EDT

Dec 11 - 11, 2026 | 9:00 AM - 5:00 PM EST

Visit us at www.globalknowledge.com or call us at 1-866-716-6688.

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