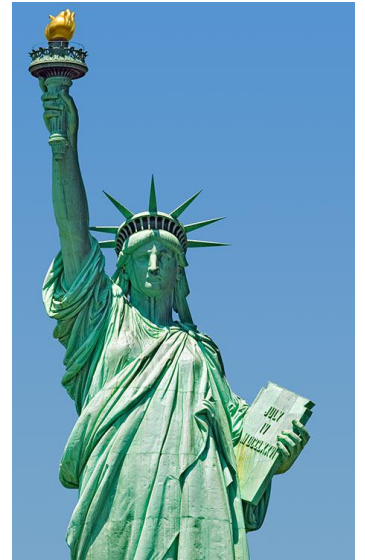


I'm in a New York State of Mind



Building Rapport

Building rapport is critically important. At the beginning of the call or conversation the sooner you can "make a connection" with your customer the better. One of your first opportunities to find common ground can come when you find out where they are from.

For example: If a customer said they were from Florida I could say "Oh, my mother heads down there every winter". (that is true and it provides some common ground between my customer and myself). It's VERY important that you are truthful in your connection. Never make it up.....because that can destroy your rapport and ultimately the trust you're working to establish with your customer.

The Challenge

How many true connections can you make with the states listed below without repeating yourself? When you're done count up your connects to determine your skill level!

Alabama _____

Alaska _____

Arizona _____

Arkansas _____

California _____

Colorado _____

Connecticut _____



Delaware

Florida

Georgia

Hawaii

Idaho

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Maine

Maryland

Massachusetts

Michigan

Minnesota

Mississippi

Missouri

Montana

Nebraska

Nevada

New Hampshire

New Jersey



New Mexico

New York

North Carolina

North Dakota

Ohio

Oklahoma

Oregon

Pennsylvania

Rhode Island

South Carolina

South Dakota

Tennessee

Texas

Utah

Vermont

Virginia

Washington

West Virginia

Wisconsin

Wyoming



What's your RAPPORT SKILL LEVEL?

1 – 10 Really, that's all you got?

11 – 20 Green Horn

21 – 30 Semi – Pro

31 – 40 Professional

41 – 50 **MASTER**