

Keynote Speaker · Nonverbal Communications · Sales Presentations

RAPPORT BUILDING

A look at "Rapport Building" includes how to approach prospects, as well as the differences in approaching men and women. Learn the six styles of handshakes and how to differentiate both conscious and subconscious nonverbal cues.

It takes only 1/24th of a second to create a first impression at the subconscious. At three seconds that first impression is established and unlikely to undergo further significant change.

Nonverbal messages in first meetings are as much as ten times more powerful than words in establishing personality. Even simple behaviors have strong impacts. For example, to establish rapport when meeting others, remember to approach women "head on," but to approach men from a slight angle.

Nonverbal communication may be conscious or subconscious. The subconscious signals are far richer in message value. When you shake hands with someone, for instance, you provide a firm grip, smile, and establish eye contact. These are conscious signals. But a subconscious cue, the non-shaking hand, is often the best indicator of attitude and intent on the part of the other person.

Listening skills are equally critical in building rapport and in themselves are good nonverbal indicators of successful business communication. Do you know if your prospects are listening to your message? Do they believe you are responsive to their message? In this session we also take a look at projecting and interpreting listening behavior.

About Bill Acheson

Bill Acheson is an expert in presentation skills, nonverbal communication, and the reading and interpreting of body language. Since 1985, he has taught communication at the University of Pittsburgh and during that time he has spoken to thousands of sales professionals about how to use presentations to sell more effectively. Today, he is a keynote speaker whose humor and insights into nonverbal business communications come together in a series of dynamic presentations.

