

# Hidden Rapport

Learning to build rapport is not some mystical secret. There are a few simple guidelines that if followed, help to build trust, create a sense of goodwill and will win you more business from your customers and 'buy-in' from your colleagues and acquaintances alike.

New Line Ideas works with clients to develop countless ways to build rapport with customers, many of them based upon the simple seven rules you can complete below. Words are found horizontally, vertically, diagonally and may read from back to front. Good Luck!

1. Use the customer's \_\_\_\_\_.
2. Say \_\_\_\_\_ and \_\_\_\_\_ when asking customers for \_\_\_\_\_.
3. Explain your \_\_\_\_\_ when you have to say \_\_ to a customer request.
4. Show your \_\_\_\_\_ in the customer's needs.
5. Show \_\_\_\_\_ for the customer's \_\_\_\_\_.
6. Let the customer know what his or her \_\_\_\_\_ are.
7. \_\_\_\_\_! Even if you are on the phone!

R	M	I	I	K	S	L	E	R	S	T
O	P	M	K	Y	R	E	J	S	W	E
O	T	R	E	E	L	C	N	H	E	E
T	H	A	N	K	Y	O	U	A	S	M
S	E	R	R	A	S	P	B	G	A	P
E	M	A	N	A	A	T	N	M	E	A
R	D	I	E	L	D	I	A	P	L	T
E	Q	R	L	O	L	O	W	I	P	H
T	I	R	E	E	O	N	N	U	Y	Y
N	O	W	E	R	H	S	A	E	L	P
I	N	F	O	R	M	A	T	I	O	N