



No Smoke and Mirrors

Driving Explosive Growth

Mark Allen Roberts

Rapport

People still buy from people as we discussed in the chapter on human-to-human selling.

We need to build rapport.

Some possible questions to build rapport?

I see on LinkedIn you used to work at _____, what brought you to this new role?

What has occurred in the last six months you are most proud of?

I see on LinkedIn you _____ (do research before the call, find two or three things to talk about, a recent post, people you are both connected to, associations you both belong to) , how have you seen things change in the last six months?

Your company seems like a great place to work—what do you think makes it special?

How have you and your clients been affected since the pandemic?

How have you and your clients been affected by supply chain constraints?

How have you and your clients been affected by labor shortages?

We keep hearing about rising inflation and the threat of economic challenges, how do you feel it will play out in the next 12 months?

Apply

Pick three of the above questions and make them your own.

It is key your questions move from broad to specific and sound conversational not canned.

1 _____

2 _____

3 _____

Practice each question 10 times out loud with a peer, a family member and again they need to have the pace and tone that is conversational. As we discuss in the book if someone shares something you do not completely understand ask them to elaborate.

We posted an article: [Improve Virtual Sales Close Rates Focusing 5 on Sales Skills](#), that may be helpful.

If you would like to discuss building rapport let's schedule a call. You can reach me at Mark@nosmokeandmirrors.com

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