

Using some of the guiding principles of NLP, this is how a company could improve their customer service:

The Art of Building Rapport

Rapport is the ability to join someone at their 'reality' or 'map of the world' and to make them feel comfortable, that you have a strong common bond and that you understand them. These are the things that put people at ease, make them more responsive to you, let down their guard and trust, like and befriend you. Essentially rapport is the most important skill that you can develop as a client facing member of staff and for that matter in your everyday life. Rapport is the ability to communicate successfully. Rapport is the ability make someone understand that you can fulfill their needs as well as allowing you to get the insights that you need from them to fulfill your own.

The saying goes 'people like people who are like themselves'. The old cliché of 'opposites attract' is actually just a misunderstanding of the depth and subtlety that rapport goes to. When 'opposites attract' it must be that the so called opposites both have the commonality of being excited by the new and different, the sense of specialness and uniqueness of being 'opposites', in fact you will inevitably see in so called 'opposites' that the underlying similarities, value systems etc will be very alike.

Like - Know - Trust - Buy

A recent statistic shared on one of the UK'S leading sales and service courses equated building great rapport to the customers' ability to get to know you, like you, trust you and ultimately buy from you

How is rapport created?

First and foremost by finding things in common.

The most effective ways of doing this are by mirroring and

matching - two concepts that originated in NLP. Mirroring and matching are essentially the ability to pay close attention to someone's language, beliefs, values and physiology and copy them either overtly or covertly, consciously or unconsciously.

7% of communication is transmitted through the words themselves

38% via how the words are said (tone of voice)

55% through non verbal communication (body physiology)

What is Mirroring & Matching

Mirroring is essentially copying without causing offense and without being obvious, essentially reflecting back the physical patterns of behavior. Matching is almost identical as a concept but normally includes the person's personal perception, language, beliefs etc as well as the physical mannerisms.

Matching enables a high degree of control and influence over the individual that you are matching, In that it can make them feel totally at ease and fully responsive to what you have to say. This happens every day in our lives anyway.

Pacing and Leading

Once rapport is created we then use it to 'pace and lead' the client in the direction that we want (what is most beneficial to them). It is also a barometer to let us know when rapport has been broken. Pacing and leading is the process in which we pace (continually match) the client and lead them to more resourceful, constructive and beneficial states, behaviors and beliefs etc.

Summary

By building effective and meaningful rapport with your customer's is the most important skill you can master as a service provider. It will help you in all areas of your business. NLP skills are excellent for learning how to improve client relationships through building better rapport and developing stronger and more meaningful client relationships.



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