



CONDITION THE CUSTOMER

Only 13% of your communications are the words that come out of your mouth... the other 87% of your message are the cues you send with your body language.

Make sure your body language is complementing your message, not contradicting it.

Keys To Instant Rapport:

To maximize the Positive Reactions of the “Storm Door Meeting”



- Good Handshake



- Maintain Eye Contact
 - Eye contact sends the message you can be trusted.



- Smile
 - Smiles are contagious. The homeowner smiling at you as soon as they open their door is a good way to start the call. Smile when the door is opened.

Warm Up:

- Make the other person feel important.
- People have a desire to “be understood”.
- People buy from people they like and trust.
- Spend enough time creating rapport with the client before moving onto any other part of your presentation.
- Resist the urge to sell product too soon.
- Beware of spending too much time on the warm up. Don’t waste people’s time.