

Deepak Bajaj's
POWER CONNECTORS

Business is all about relationships and connections. As I have already said at several places in this book, sales is simply the transfer of your conviction to the other person. So many books and trainers will suggest you to make the other person talk more but remember, for the other person to continue talking, he/she has to like you. That will happen only when that person is in a good rapport with you. While dealing with thousands of people and by learning from many of my mentors (Tony Robbins, Antano Solar John, Robert T Kiyosaki, Allan Pease, Richard Bandlar and many more), I have identified and verified several ways to establish a quick rapport and connection with the other person in a meeting. What I have learnt by paying millions of rupees and by investing more than a decade with people, I am giving you here, in the form of my favorite tools to stay connected to your teammates or prospects or anyone else during a meeting. Here are my 9 time-tested power connectors:

1. Smile:

A smile is the universal symbol of love and appreciation. A smile opens doors that logic and reasoning can never do. In my own organization of thousands of people, I have realized that the more you smile, greater are the chances that the other person will like you, trust you and would like to associate with you. A smile is your asset in this business and in life too. Make smiling your second nature. Smile as often as you can during the entire meeting.

2. Magic Words:

Each one of us has our own vocabulary. We express our basic emotions like happiness, joy, pain etc. by different sets of words. If you ask someone how they are doing and the person wants to say – he or she is doing fine, this expression can itself be expressed in countless ways like good, awesome, excellent, fine, great, incredible, etc. Whatever unique words any person is using to express his or her emotions are called Magic Words and everyone has got their own unique magic words. There are no right or wrong words; they are just different expressions of the same emotion.

Whenever you are interacting with someone, just observe which words he or she repeatedly using during the conversation. Once you have identified those magic words, just use those words wherever appropriate during the conversation, even when you are giving a complement to the other person. Your connection with that person and the impact of your words will be much better this way.

3. Mirroring:

When two people are in a good rapport with each other, their bodies start taking similar postures and gestures. This is called mirroring. Mirroring simply means that the mental rapport gets reflected in physical movements. Mirroring need not be developed, we humans are born with the ability to mirror and intuitively copy the person with whom we have a good rapport. To turn this around, if you start mirroring the body posture, seating position, gestures, expressions and voice of the other person, you will quickly get in a good rapport with him or her. When you are in a good rapport, there are more chances of the other person liking and trusting you.

4. Eye Contact:

Maintain eye contact with other people in the meeting. It reflects your honesty and confidence.

5. Head Nod:

A Head nod is a commonly acknowledged gesture for yes or acceptance. If you feel positively about something or if you are in agreement with something/someone, your head will start nodding. Likewise, if you start nodding your head, you will start feeling positive.

Also, a head nod is contagious. If you start nodding your head, the other person will also start doing it. A head nod is a very simple yet powerful tool to stay in rapport and get the desired results. Frequent head nods during the meeting will increase your chances of getting the main head nod when you ask them to start business with you.

6. Progress makers:

There are certain words or phrases that can keep the flow of conversation going. If you can master the use of these words, you will be able to continue the conversation without talking much. You will give the prospect more opportunity to talk and make them feel good. As per my experience, the meetings where the prospects do more talking than the presenter, the results are excellent. These progress making phrases are: *Tell me more, for example, alright, meaning?, Oh really, and then?, for example, so then, isn't it, that means, and what after that?, therefore, that's right, fair enough, I see, etc.*

7. Yes Stack:

Research shows that once you start saying 'yes' in a meeting, the more likely

it is that you will continue to do so. A 'Yes stack' is created by asking several simple questions that can be answered only in a yes. If your prospect has said Yes a few times to a few questions, his or her chances of saying Yes to what you are going to ask them to do next get multiplied.

A Yes stack is created when a salesperson asks you a couple of simple questions like, "Is it 29th March today?" or "It seems to be quite hot today, isn't it?" or any other simple statements that will generally produce a Yes response.

8. Point out similarities:

Our mind tends to trust those who are like us and with whom we can find some similarities. Try to find some similarities (the more the merrier) and state them. Same school, college, favorite food, movies, companies you've worked with, same style of house, kids, education, holidays, hobbies, etc. the list is endless. Do it in a flow as you move forward in the meeting.

Some people try to prove themselves better or superior in the meeting, but it doesn't work. What works is the similarities. The best thing to do is to allow the other person to talk more, especially in the first 10-15 minutes and during that conversation, identify the similarities and talk about them. The more the other person talks, the greater is the number of similarities that you may find.

9. Genuine Listening:

Even if you don't use any technique, a genuine desire to listen and understand the other person itself is enough to build a good rapport. Listen not to reply, but listen to listen.

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