

Parrot-like Phrasing Pays!

- A University of Nijmegen study found that waitress increased her tips by 70% simply by repeating the customer's order back to them, rather than saying „okay“ or „coming right up“
- Helps to build rapport and trust
- It indicates you really are listening to the other person
- It works because they hear coming their words from you they assume that you are thinking like them – ***that you are like them***
- And when people think you are like them, they instantly start to trust and build rapport with you
- Our human systems are built to develop rapport with people we think are like us
- It's a simple evolutionary truth



Modern Influence Model

2nd step only works if 1st step is established

Find out what the customer wants

- Develop rapport and intensify emotions
- Direct attention
- Clarify what is wanted

This is most
important

“When you listen, you can learn”

Demonstrate how you can fulfill this

- Present your solution
- Deal with blocks
- Delight the customer

This is trained the
most

“When you speak, you can not listen”

The obstacle you might need to overcome is your Ego. Leave it at the doorstep.