Shifting the Spotlight
Quick Tips for Building Rapport

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Objectives

- Conversation Starters
- Behaviors
- Key phrases
Participate
Engage
“I believe that when you provide information to people, they become less fearful and they will engage more in their democracy if they are empowered with information.”

~Michael Moore
What You Don’t Say Matters Most

What do you look like when you think nobody is watching?
What You Don’t Say Matters Most

- Stand up
What You Don’t Say Matters Most

• Stand up
• Dress appropriately
What You Don’t Say Matters Most

- Stand up
- Dress appropriately
- Listen
What You Don’t Say Matters Most

- Stand up
- Dress appropriately
- Listen
- Nod appropriately
What You Don’t Say Matters Most

• Stand up
• Dress appropriately
• Listen
• Nod appropriately
• Smile
What You Don’t Say Matters Most

• Stand up
• Dress appropriately
• Listen
• Nod appropriately
• Smile
• Eye contact
“The main objective in all engagements is simple; the person you are engaging must leave the conversation and interaction feeling better for having met you.”

~Robin Dreeke, “It’s Not All About ‘Me’”
What You Don’t Say Matters Most

- Stand up
- Dress appropriately
- Listen
- Nod appropriately
- Smile
- Eye contact
REDUCED SPEED AHEAD
Reduced Speed Ahead

• Rate of speech
Reduced Speed Ahead

- Rate of speech
- Tone of Voice
Reduced Speed Ahead

- Rate of speech
- Tone of Voice
- Varying Pitch
Reduced Speed Ahead

- Rate of speech
- Tone of Voice
- Varying Pitch
- Pauses
Reduced Speed Ahead

- Rate of speech
- Tone of Voice
- Varying Pitch
- Pauses
- Smile
Smile Time
Make a Connection

BEST part of your day

Ask for help

Invite them back to the branch
NEVER
FORGET
A CUSTOMER
NEVER
LET HIM
FORGET
YOU

The E. Holmes
Shift the Spotlight
Suspend Your Ego

Reverse Introduction
Establish Trust

“...thought of you...”

“...something I thought you’d appreciate...”
Customize Information

Circle
Star
Highlight
Match-Making

Match products and benefits to THEIR needs
Complete the Puzzle

Look for opportunities
Motivating Employees
Appreciation

THANK YOU
Approval
Listen Up
Who’s on First
Confidence Counts
Confidence Counts

• Be Genuine
Confidence Counts

• Be Genuine
• Be Warm and Friendly
Confidence Counts

• Be Genuine
• Be Warm and Friendly
• Ask Rapport Building Questions
Confidence Counts

- Be Genuine
- Be Warm and Friendly
- Ask Rapport Building Questions
- Stay Upbeat
Confidence Counts

• Be Genuine
• Be Warm and Friendly
• Ask Rapport Building Questions
• Stay Upbeat
• Discover the Art of Small Talk
Confidence Counts

• Be Genuine
• Be Warm and Friendly
• Ask Rapport Building Questions
• Stay Upbeat
• Discovery the Art of Small Talk
• Be Knowledgeable
Confidence Counts

• Be Genuine
• Be Warm and Friendly
• Ask Rapport Building Questions
• Stay Upbeat
• Discovery the Art of Small Talk
• Be Knowledgeable
• PRACTICE, PRACTICE, PRACTICE
Expectations, Disappointments

- Manage customer/member expectations to minimize disappointments
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Thank You!

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