

**DCBI DELTA CONTROLS**  
BUSINESS INSTITUTE

Building Rapport  
*Partner Training Modules*  
Module Seven

**SECORPS**  
Service Excellence  
Corps

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**DCBI DELTA CONTROLS**  
BUSINESS INSTITUTE

Imperatives

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Establish and maintain rapport with customers.

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**DCBI DELTA CONTROLS**  
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Imperatives

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Establish and maintain rapport with customers.

Apply techniques for building relationships and communicating with customers.

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**DCBI DELTA CONTROLS BUSINESS INSTITUTE** Establishing Rapport

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**Rapport** (ra PÓR)—A relationship marked by harmony, accord, conformity or affinity.

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**DCBI DELTA CONTROLS BUSINESS INSTITUTE** Establishing Rapport

**Rapport** (ra PÓR)—A relationship marked by harmony, accord, conformity or affinity.

We want to establish rapport with our customers from the beginning, because that's when perceptions are formed



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**DCBI DELTA CONTROLS BUSINESS INSTITUTE** First Impressions

You only get one chance to make a first impression.



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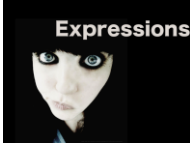
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First Impressions

You only get one chance to make a first impression.

Both verbal and non-verbal communication are a large part of creating a positive first impression. What are some non-verbal ways to create a positive impression?



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Horizontal lines for writing answers.

DCBI DELTA CONTROLS BUSINESS INSTITUTE First Impressions

You only get one chance to make a first impression.

Both verbal and non-verbal communication are a large part of creating a positive first impression. What are some non-verbal ways to create a positive impression?

What are some verbal ways to create a positive first impression?

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Horizontal lines for writing answers.



Listening

The only way to understand our customers is to *listen*.



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Horizontal lines for writing answers.

The only way to understand our customers is to *listen*.

Identify some potential *barriers* to listening effectively.



Seven horizontal lines for writing notes.

The only way to understand our customers is to *listen*.

Identify some potential *barriers* to listening effectively.

What are some non-verbal ways that we can show customers we're listening?



Seven horizontal lines for writing notes.

Communication is a two-way process. In order to understand our customers' needs and expectations we have to ask the right questions.



Seven horizontal lines for writing notes.

Communication is a two-way process. In order to understand our customers' needs and expectations we have to ask the right questions.

What is the difference between a closed-ended question and an opened-ended question?

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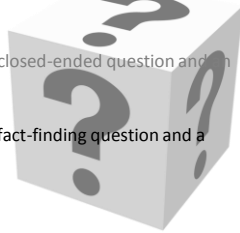
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Communication is a two-way process. In order to understand our customers' needs and expectations we have to ask the right questions.

What is the difference between a closed-ended question and an opened-ended question?

What is the difference between a fact-finding question and a feeling-finding question?



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What is the difference between sympathy and empathy?



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**DCBI DELTA CONTROLS BUSINESS INSTITUTE** Demonstrating Empathy

What is the difference between sympathy and empathy?

An empathy statement consists of a *validating statement* (“I can understand...”) and a *feeling word* (like “frustrated”). How might you use empathy statements with customers?



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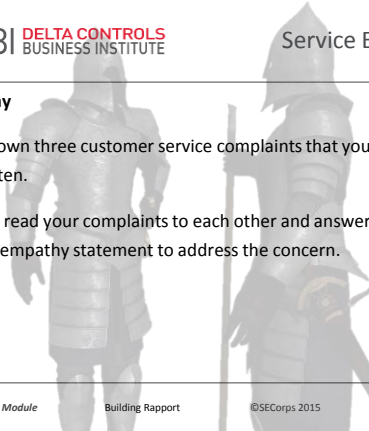
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**DCBI DELTA CONTROLS BUSINESS INSTITUTE** Service Exercise

**Role Play**

Write down three customer service complaints that you hear most often.

In pairs, read your complaints to each other and answer back with an empathy statement to address the concern.



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**DCBI DELTA CONTROLS BUSINESS INSTITUTE** Service Exercise

**Discussion**

Were you able to come up with effective empathy statements

How could you improve your empathy statements in the future?



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Service Discussion

Write down three customer service complaints that you hear most often.

Share with the group to determine how many of the complaints are the same or similar.

Which ones are unique to specific participants?

What are some best practices in handling negative service complaints?

Horizontal lines for writing answers to the Service Discussion exercise.

Key Points

Why are first impressions so critical when building rapport?

What types of questions tend to encourage better discussion?

How does empathy work in establishing rapport with the Customer?

Horizontal lines for writing answers to the Review exercise.



Horizontal lines for writing answers to the Questions exercise.