



RAPPORT

Desired Outcome:

To be able to establish rapport with any person, at any moment in time.

Theory:

A. Communication is:

7% WORDS

38% TONALITY

55% PHYSIOLOGY

B. When people are like each other, they like each other. Rapport is a process of responsiveness, not necessarily “liking”.

Process:

A. Rapport is established by matching & mirroring

B. The major elements of rapport: (Key elements marked with “•”)

Mirroring

Matching

PHYSIOLOGY (55%)

Posture •

Gesture

Facial expression & blinking •

Breathing

TONALITY (38%)

Voice

Tone (pitch)

Tempo (speed)

Timbre (quality)

Volume (loudness)

WORDS (7%)

Predicates

Key words

Common experiences & associations

Content chunks



REPRESENTATIONAL SYSTEM

PREFERENCE TEST

(*Note: this test has been expanded and revised from its original format)

This quick questionnaire is to understand and bring awareness to how we communicate and process the world through our senses. Use this information to listen to others and to craft your communication accordingly. For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences:

- 4 = Closest to describing you**
- 3 = Next best description of you**
- 2 = Slightly describes you**
- 1 = Least descriptive of you**

1. I make important decisions based on:

- _____ gut level feelings
- _____ which way sounds the best
- _____ what looks best to me
- _____ precise review and study of the issues

2. During an argument, I am most likely to be influenced by:

- _____ the other person's tone of voice
- _____ whether or not I can see the other person's point of view
- _____ the logic of the other person's argument
- _____ whether or not I am in touch with the other person's true feelings

3. I most easily communicate what is going on with me by:

- _____ the way I dress and look
- _____ the feelings I share
- _____ the words I choose
- _____ my tone of voice



REPRESENTATIONAL SYSTEM

PREFERENCE TEST (CONTINUED)

4. It is easiest for me to:

- _____ find the ideal volume and tuning on a stereo system
- _____ select the most intellectually relevant point in an interesting subject
- _____ select the most comfortable furniture
- _____ select rich, attractive color combinations

5. Rank the following statements:

- _____ I am very attuned to the sounds of my surroundings
- _____ I am very adept at making sense of new facts and data
- _____ I am very sensitive to the way articles of clothing feel on my body
- _____ I have a strong response to colors and to the way a room looks

6. My approach is most likely to:

- _____ see a picture of the overall idea
- _____ make sense of the idea as a sequence of events
- _____ want a comprehension of the facts that you tell me
- _____ feel like I can grasp the project

7. Just rank them

- _____ I easily manage the timing of events
- _____ I can easily tell where new ideas should go
- _____ I easily follow the established, comfortable path
- _____ I easily trust my inner voice

8. The people who know me the best:

- _____ are attentive to the meaning and the actions of my words
- _____ see my viewpoint
- _____ experience my emotions as I feel them
- _____ listen thoughtfully to what I have to say and how I say it



9. Based on who I am...

- _____ it is believable when it makes sense to me
- _____ it is believable based on the tone of your voice
- _____ is it believable when it feels right to me
- _____ it is more believable when I can see it

10. In a stressful time, my biggest challenge is...

- _____ having faith in people or circumstances
- _____ distinguishing my feelings from other's feelings
- _____ speaking tactfully and politely
- _____ being adaptable and quick to pivot my plans

SCORING

Step One: Copy your answers from the previous page to here:

- | | |
|----------------------|--------------------------|
| 1. K _____ | 6. V _____ |
| A _____ | A _d _____ |
| V _____ | A _____ |
| A _d _____ | K _____ |
| 2. A _____ | 7. V _____ |
| V _____ | A _____ |
| A _d _____ | K _____ |
| K _____ | A _d _____ |
| 3. V _____ | 8. A _d _____ |
| K _____ | V _____ |
| A _d _____ | K _____ |
| A _____ | A _____ |
| 4. A _____ | 9. A _d _____ |
| A _d _____ | A _____ |
| K _____ | K _____ |
| V _____ | V _____ |
| 5. A _____ | 10. A _d _____ |
| A _d _____ | K _____ |
| K _____ | A _____ |
| V _____ | V _____ |

For example, if your ranking of question 1 was:

I make important decisions based on:

- 1 gut level feelings
- 2 which way sounds the best
- 3 what looks best to me
- 4 precise review and study of the issues

Then you would transfer those numbers into #1 on the left:

K = 1
A = 2
V = 3
A_d = 4



Step Two: For each numbered question, transpose the scores associated with each letter (from the example for #1, the V score = 3). Then, total each column at the bottom.

	V	A	K	Ad
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
TOTAL				

Step Three: The comparison of the total scores in each column will give the relative preference for each of the 4 major Representational Systems.

RESULT:



LIST OF PREDICATE PHRASES

VISUAL

An eyeful
Appears to me
Beyond a shadow of a doubt
Bird's eye view
Catch a glimpse of
Clear cut
Dim view
Flashed on
Get a perspective on
Get a scope on
Hazy Idea
Horse of a different color
In light of
In person
In view of
Looks like
Make a scene
Mental image
Mental picture
Mind's eye
Naked eye
Paint a picture
See to it
Short sighted
Showing off
Sight for sore eyes
Staring off into space
Take a peek
Tunnel vision
Under your nose
Up front
Well defined

AUDITORY

Afterthought
Blabbermouth
Clear as a bell
Clearly expressed
Call on
Describe in detail
Earful
Give an account of
Give me your ear
Grant an audience
Heard voices
Hidden message
Hold your tongue
Idle talk
Inquire into
Keynote speaker
Loud and clear
Manner of speaking
Pay attention to
Power of speech
Purrs like a kitten
State your purpose
Tattle-tale
To tell the truth
Tongue-tied
Tuned in/tuned out
Unheard of
Utterly
Voiced an opinion
Well informed
Within hearing
Word for word

KINESTHETIC

All washed up
Boils down to
Chip off the old block
Come to grips with
Control yourself
Cool/calm/collected
Firm foundations
Get a handle on
Get a load of this
Get in touch with
Get the drift of
Get your goat
Hand in hand
Hang in there
Heated argument
Hold it!
Hold on!
Hothead
Keep your shirt on
Know-how
Lay cards on table
Pain-in the neck
Pull some strings
Sharp as a tack
Slipped my mind
Smooth operator
So-so
Start from scratch
Stiff upper lip
Stuffed shirt
Too much of a hassle
Topsy-turvy

If I could **SHOW** you an **ATTRACTIVE** way in which you could (potential benefit or their values), you would at least want to **LOOK** at it, wouldn't you?

If this **LOOKS GOOD**, to you we will go ahead and **FOCUS** on getting the paperwork in.

If I could **TELL** you a way in which you could (potential benefit or their values), you would at least want to **HEAR** about it, wouldn't you?

If this **SOUNDS GOOD**, to you we will go ahead and **DISCUSS** how to set up an account.

If I could help you **GET A HOLD OF A CONCRETE** way in which you could (potential benefit or their values), you would at least want to **GET A FEEL FOR IT**, wouldn't you?

If this **FEELS GOOD**, to you we will go ahead & set up an account by **HANDLING THE PAPERWORK**.



FAVORED REPRESENTATIONAL SYSTEMS

V: Visual

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They will be breathing from the top of their lungs. They often sit forward in their chair and tend to be organized, neat, well-groomed and orderly. They are often thin and wiry. They memorize by seeing pictures and are less distracted by noise. They often have trouble remembering verbal instructions because their minds tend to wander. A visual person will be interested in how your program LOOKS. Appearances are important to them.

A: Auditory

People who are auditory will quite often move their eyes sideways. They breathe from the middle of their chest. They typically talk to themselves and can be easily distracted by noise. (Some even move their lips when they talk to themselves.) They can repeat things back to you easily, they learn by listening, and usually like music and talking on the phone. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing and responds to a certain tone of voice or set of words. They will be interested in what you have to say about your program.

K: Kinesthetic

People who are kinesthetic will typically be breathing from the bottom of their lungs, so you'll see their stomach go in and out when they breathe. They often move and talk verrry slooowly. They respond to physical rewards and touching. They also stand closer to people than a visual person. They memorize by doing or walking through something. They will be interested in your program if it "feels right", or if you can give them something they can grasp.

A_d: Auditory Digital

This person will spend a fair amount of time talking to themselves. They will want to know if your program "makes sense". The auditory digital person can exhibit characteristics of the other major representational systems.



INTONATION PATTERNS

In the English Language

The arrows indicate the tone of voice used in the sentence.

W → W ↗ W. = Question

W → W → W. = Statement

W → W ↘ W. = Command

You can also form a sentence in a syntactic pattern in the form of Question, Statement and Command, while using any of the above tonalities.

By far, the most powerful syntax in the English Language is a Questioning Syntax and a Command Tonality