



Expand Your  
Horizons

**EASY BD**  
**ON DEMAND**

# STRIDE TWO



## What Constitutes a Rapport Builder?

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An individual who focuses on creating positive connections that over time, lead to true relationships.

Once a sense of trust, authenticity and integrity is established, rapport can be created in a natural fashion through a similarity in behaviors, beliefs or interests.

# FOUNDATIONAL ELEMENTS

Authenticity

Relationship  
Capital

Integrity

Trust



# Rapport Building Considerations

Never Self-Sabotage  
or Create Doubt  
About what to Say

Where Practical,  
Conduct your  
Advanced Research

Make a Respectful  
First Impression  
regardless of how  
you Connect

Listen to  
Understand & not to  
Reply

Demonstrate  
Empathy

Look for Indicators  
of Shared Humanity

Inquire about Family  
only When it is  
Mentioned by the  
other person first

Do not Overshare

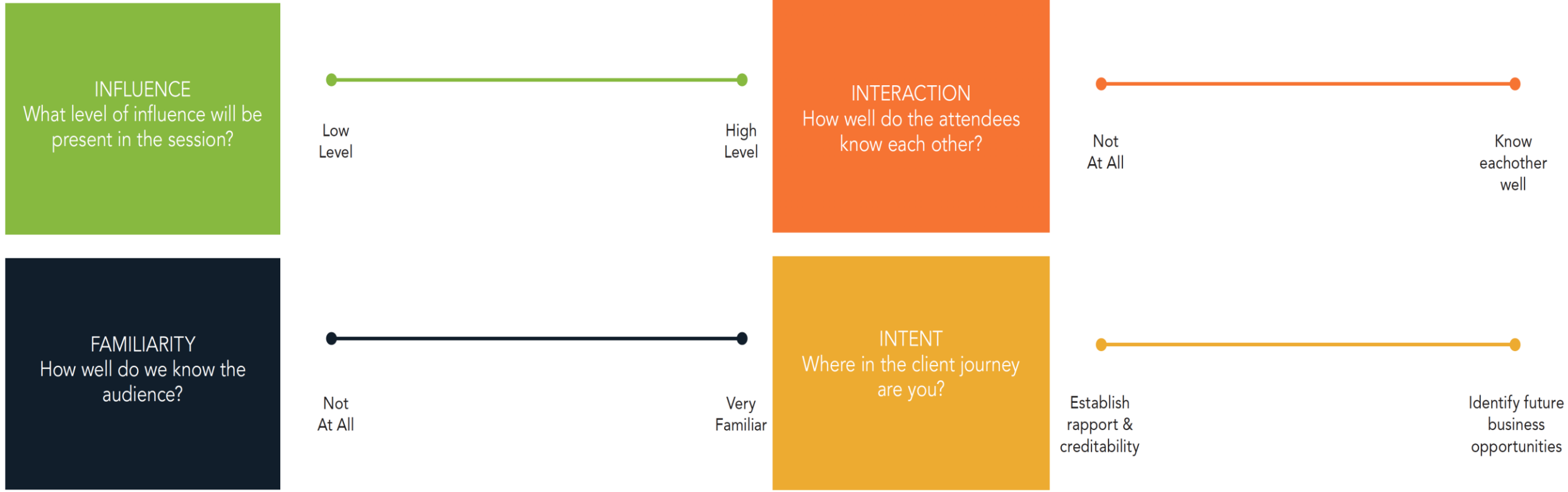
Keep Conversation  
to a Few Topics of  
Joint Interest

Thank the Person  
for their Time

Send a Note or  
Email of  
Appreciation

# TAILORING YOUR MESSAGE

## WHAT IS THE PROFILE OF YOUR ATTENDEES?



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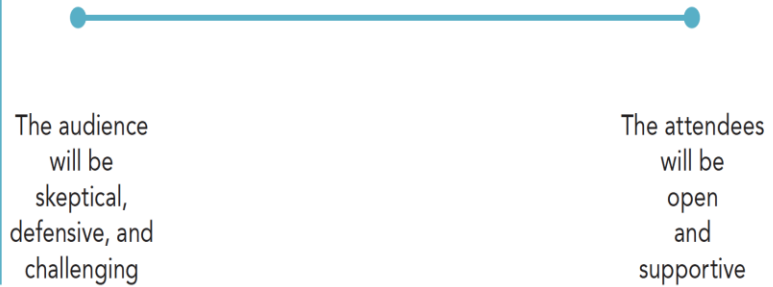
**INFORMED**  
Is the audience familiar with the content?



**PROCESSING**  
How does this audience process information?



**OPENNESS**  
How open-minded will the audience be?



**FUNCTIONAL DIVERSITY**  
What is the general makeup of the audience?



# INSIGHTS FOR ACTION

EASY BD		Sprint #4 – Stride 2 Rapport Building [Story Telling]
Week #		PLANNED ADVANCEMENT STEP(S)
4		Review the list of prospects and centers of influence you selected for advancement
4		Populate with the appropriate advancement step(s) and outcomes you want to achieve
4		Review the rapport building and tailoring your message documents contained in the materials section
4		Begin to execute on your advancement steps