

Call Handling Skills Building Rapport

Importance of Building Rapport

Rapport is the ability to relate to others in a way that creates mutual liking and trust.

Rapport creates responsiveness at an unconscious level. The other person becomes comfortable and open to suggestions.

Building rapport with your clients shows that you value the caller. But how can rapport be built during telephone communication? Obtain their contact information. Gaining the caller's contact information provides insight into their trust level.

The more comfortable they feel, the more information they are willing to divulge.

Elements of Contact Information

1 Asking for the prospect's name is the first step as it shows respect.

The caller feels as if they are being treated as a person and not just a sale. You want to become the company they go to for their needs, not just a onetime fix. Even something as simple as asking for their name can generate a personable experience and positive word of mouth advertising to friends and family.

Tip

It is not enough to just ask for the caller's name; their name should be used at various parts of the conversation. Keep in mind, if their name is used too frequently it may come across as forced or robotic.

2 Ask the caller for their phone number, even if it caller ID displays it.

The number they called from may not be the best number to reach them as people use multiple phones. This is especially important if the call gets disconnected or the caller does not book an appointment.

3 Obtaining the caller's address allows for an easy reference.

By getting this information up front, you save time if the caller is not in the service area. Also, by getting the caller's address, it provides an easy way to look them up in the system. Thank the caller for their business if they have used the company; showing appreciation continues to build rapport.

Tip

If you have previously served this caller, be sure to mention it. Show appreciation for the call back. You can note the type of service provided to showcase your awareness and detail to organization.

4 Ask for the caller's email address. If one is already on file, it is important to confirm it is correct. By obtaining the caller's email address, an email can be sent to them before their appointment with a picture of the technician.

Tip

Confirm contact details for accuracy. These vital details must be correct to avoid problems.

Best Practices

It is important to explain the why behind the why behind the what when requesting personal information. Understanding the need creates trust.

Asking for the caller's address to make sure they are in the service area provides necessary context, for example. It explains the benefit to providing the information.

It also provides a way for the company to stay in contact with the caller. This is especially helpful if the caller does not book an appointment. Second attempts are valuable new client acquisition tactics.





Remember, the client contact information needs to be obtained early in the call. If you get the contact information, then you are slowly gaining a commitment, bringing you one step closer to reaching your goal of setting the appointment.

While obtaining contact information is a small step to building rapport it does lay the foundation for the rest of the call.

Contact Information Checklist

- Obtaining contact information allows you to build rapport
- Ask for the caller's name and use it throughout the call
- Ask for the best phone number to reach the caller on
- Ask for the caller's address
- Ask/confirm their email address
- Repeat the contact information to ensure it is correct