



# 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 <sub>d</sub> _____     |
| V _____              | A _____                  |
| A <sub>d</sub> _____ | K _____                  |
| 2. A _____           | 7. V _____               |
| V _____              | A _____                  |
| A <sub>d</sub> _____ | K _____                  |
| K _____              | A <sub>d</sub> _____     |
| 3. V _____           | 8. A <sub>d</sub> _____  |
| K _____              | V _____                  |
| A <sub>d</sub> _____ | K _____                  |
| A _____              | A _____                  |
| 4. A _____           | 9. A <sub>d</sub> _____  |
| A <sub>d</sub> _____ | A _____                  |
| K _____              | K _____                  |
| V _____              | V _____                  |
| 5. A _____           | 10. A <sub>d</sub> _____ |
| A <sub>d</sub> _____ | 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<sub>d</sub> = 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				
<b>TOTAL</b>				

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

<b>RESULT:</b>
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# 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<sub>d</sub>: 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

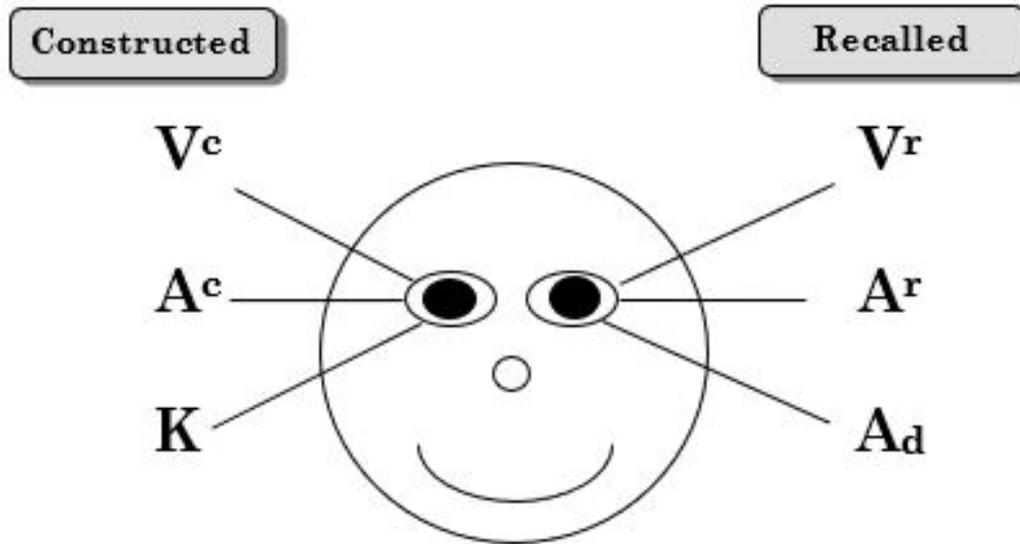
W → W ↘ W. = Command

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

# EYE PATTERN CHART

## AS YOU LOOK AT THE PERSON



V<sup>c</sup> = Visual Constructed

V<sup>r</sup> = Visual Remembered/Recalled

A<sup>c</sup> = Auditory Constructed

A<sup>r</sup> = Auditory Remembered/Recalled

K = Kinesthetic (Feelings)

A<sub>d</sub> = Auditory Digital (Self-talk)

**Make sure to run a tracking test before trying to discover eye patterns to be sure they can access all points.**



## EYE PATTERN QUESTIONS

(Run a tracking test first. Note: Some people access  $V^r$ ,  $A^r$ ,  $A_d$  or  $K$  by defocusing.)

**$V^r$ : Visual Remembered/Recalled:** Seeing images from memory, recalling things they have seen before.

**QUESTION:** “What was the color of the room you grew up in?”  
“What color was the first car you ever owned?”

**$V^c$ : Visual Constructed:** Images of things that people have never seen before. When people are making it up in their head, they are using visual constructed.

**QUESTION:** “What would your room (car) look like if it were blue?”

**$A^r$ : Auditory Remembered/Recalled:** When you remember sounds/voices that you’ve heard before, or things that you’ve said to yourself before.

**QUESTION:** “Growing up, did you have a favorite pet? What was the sound of your pet’s voice?” “What was the very last thing I said?” “Can you remember the sound of your mother’s voice?”

**$A^c$ : Auditory Constructed:** Making up sounds you have not heard before.

**QUESTION:** “What would I sound like if I had Donald Duck’s voice?”

**$A_d$ : Auditory Digital:** This is where your eyes go when you are talking to yourself — internal dialogue.

**QUESTIONS:** “Can you recite your national anthem to yourself?” “Is there a poem from grade school that you remember?” “Can you say the Times Tables for 7 to yourself?”

**$K$ : Kinesthetic:** (Feelings, sense of touch.) Generally, you look in this direction when you are accessing your feelings.

**QUESTION:** “Do you have a favorite beach or place in the outdoors to walk? What does it feel like to walk there without shoes?” “What does it feel like to touch a wet rug?”