The Code of TRUST

The Practical Application of Social Psychology to Build Rapport, Trust, & Influence

By: Robin Dreeke
Objectives:

- Discuss and apply the five step model of influence and leadership
- Discuss the top ten techniques for building rapport
- **IDENTIFY and BUILD** upon that which you already know.
Labels and Meanings
Discovering the need:
Discovering the reality:
Relationship Development 101.. Why Would Someone Chat?
How?? Brain Rewards..
The Influence of Belonging:
The Code of Trust:

1) Moving Beyond Manipulation
2) The Philosophy of Trust: It's About Them
3) The Chemistry of Trust: It's About Us
Step 1: Align Your Missions

1) What do you want the individual to do or tell you...WHAT IS YOUR GOAL!

2) Why should THEY do it, tell you, or help you accomplish it?
Step 2: Ascertain the individual’s priorities...

1) Needs, wants, dreams, aspirations, challenges?
2) What makes this person get up in the morning and live another day?
Step 3: Apply the Power of Context

1) How does this person see the world through their particular “life lens?”

2) Who do they prefer to develop trust with?

3) Build trust the way THEY prefer and focus on Step 2.
Step 4: Speak the Language That Breaks Barriers

1) Make it all about them.
2) Put their priorities first.
3) Empower them with choices regarding those priorities.
4) Suspend your ego.
5) Validate them in every aspect.
6) Use phraseology that support these goals.
The Ten Steps to Rapport
Crafting the Opening
Technique 1: Establishing time constraints.

-Allow the other person to see there is an end in sight.
Technique 2: Accommodating nonverbals.
Technique 3: Slower rate of speech.

- Don’t oversell and talk too fast. You lose credibility quickly and come on too strong and threatening.
Technique 4: Sympathy or assistance theme.
Technique 5: Ego suspension.
Technique 6: Validate Thoughts and Opinions

-Human beings crave being connected and accepted. Validation feeds this need and few give it. Be the great validator and have instant, great rapport.
Technique 7: Seek Context:
How / When / Challenges Q’s
Technique 8: Connect with quid-pro-quo... Commonalities
Technique 9: Build with Gift Giving
“Reciprocal Altruism”
Part 2...
Technique 10: Leaders Manage Expectations... Manipulators Don’t
Help them discover what they want.
Help them achieve it.
IT'S NOT ALL ABOUT "ME"

The Top Ten Techniques for Building Quick Rapport with Anyone

Robin Dreeke