

The Code of TRUST



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

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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:



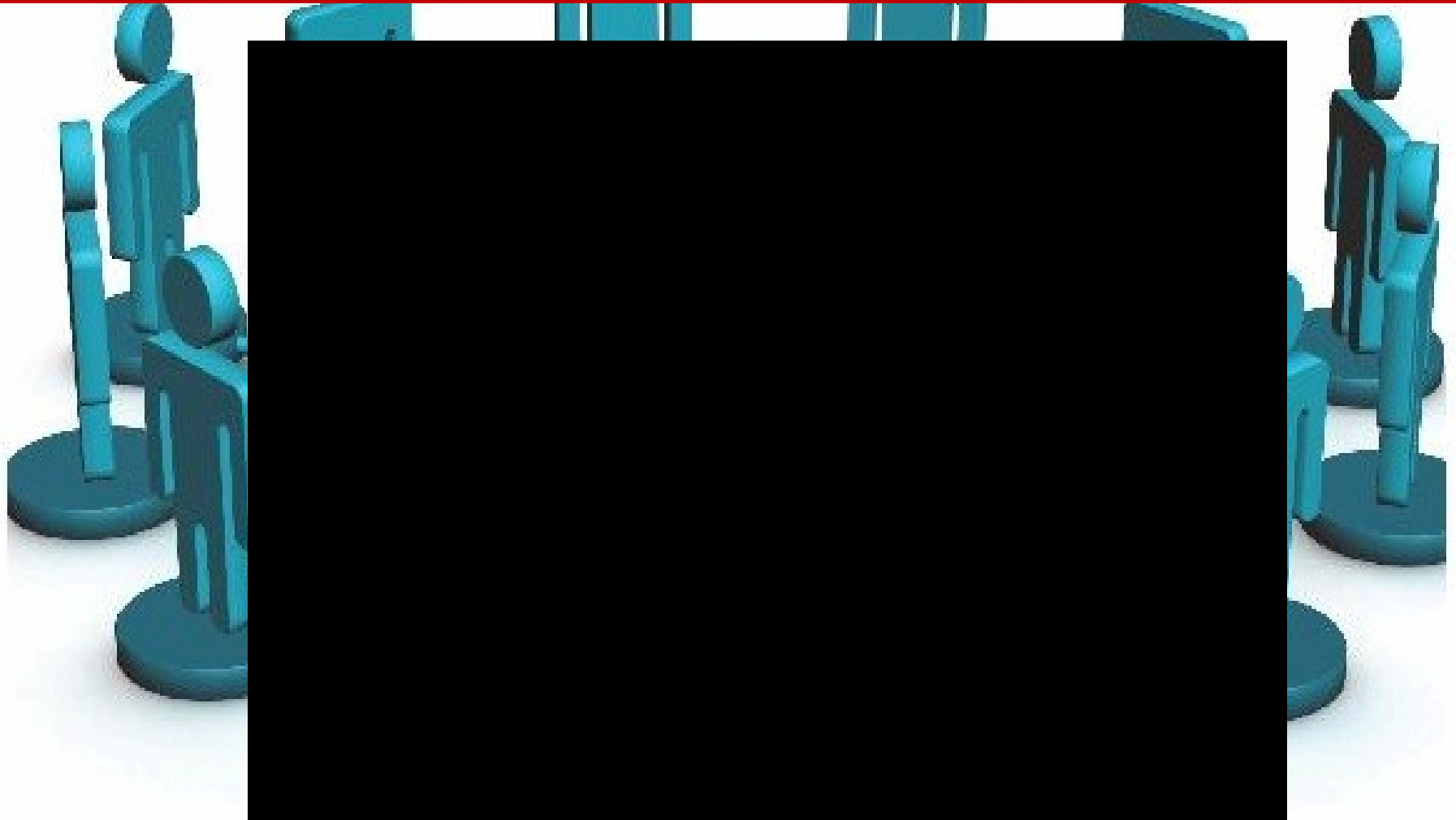
Discovering the reality:



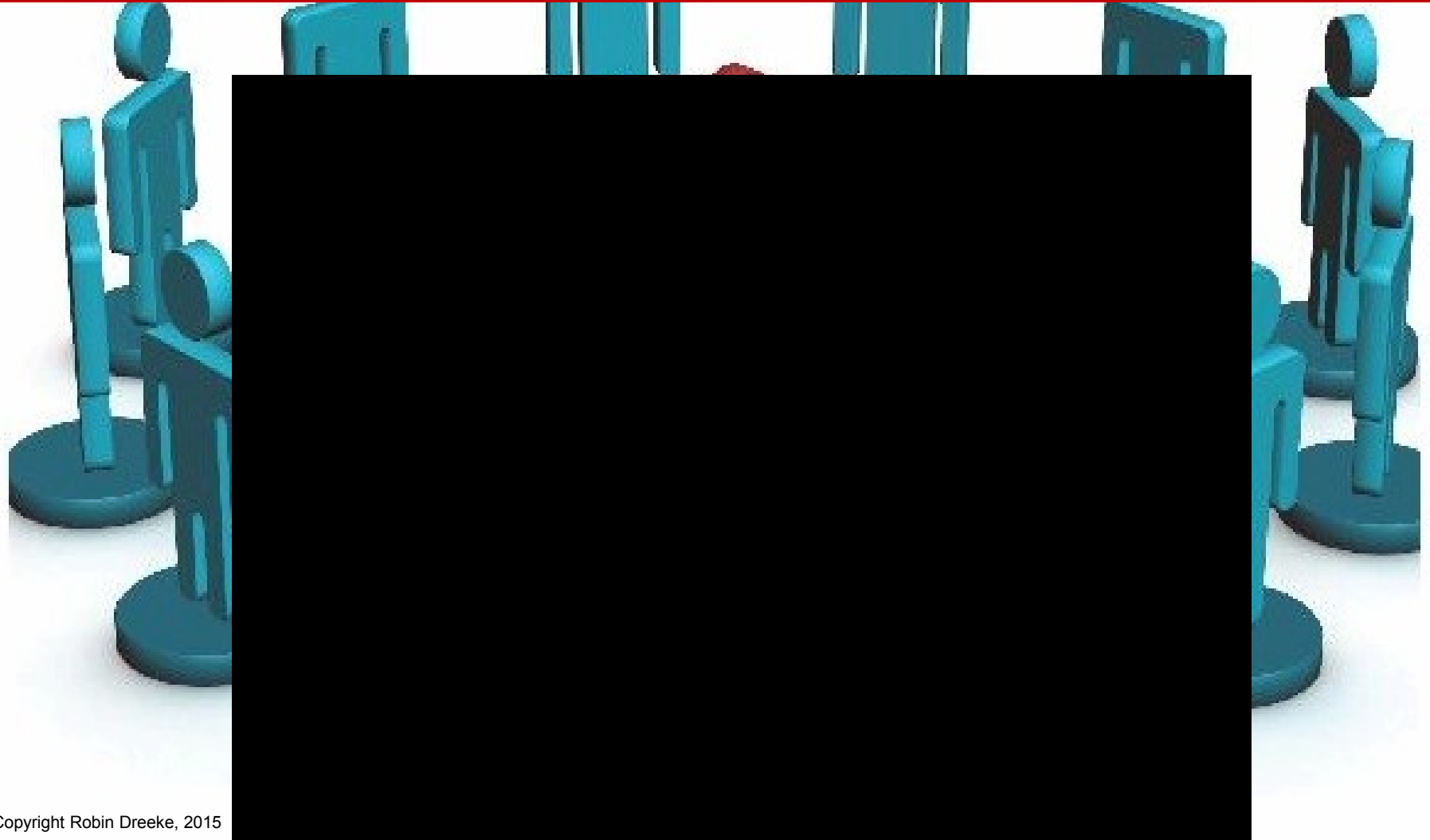
Relationship Development 101.. Why Would Someone Chat?



How?? Brain Rewards..



The Influence of Belonging:



The Code of Trust:

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- 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

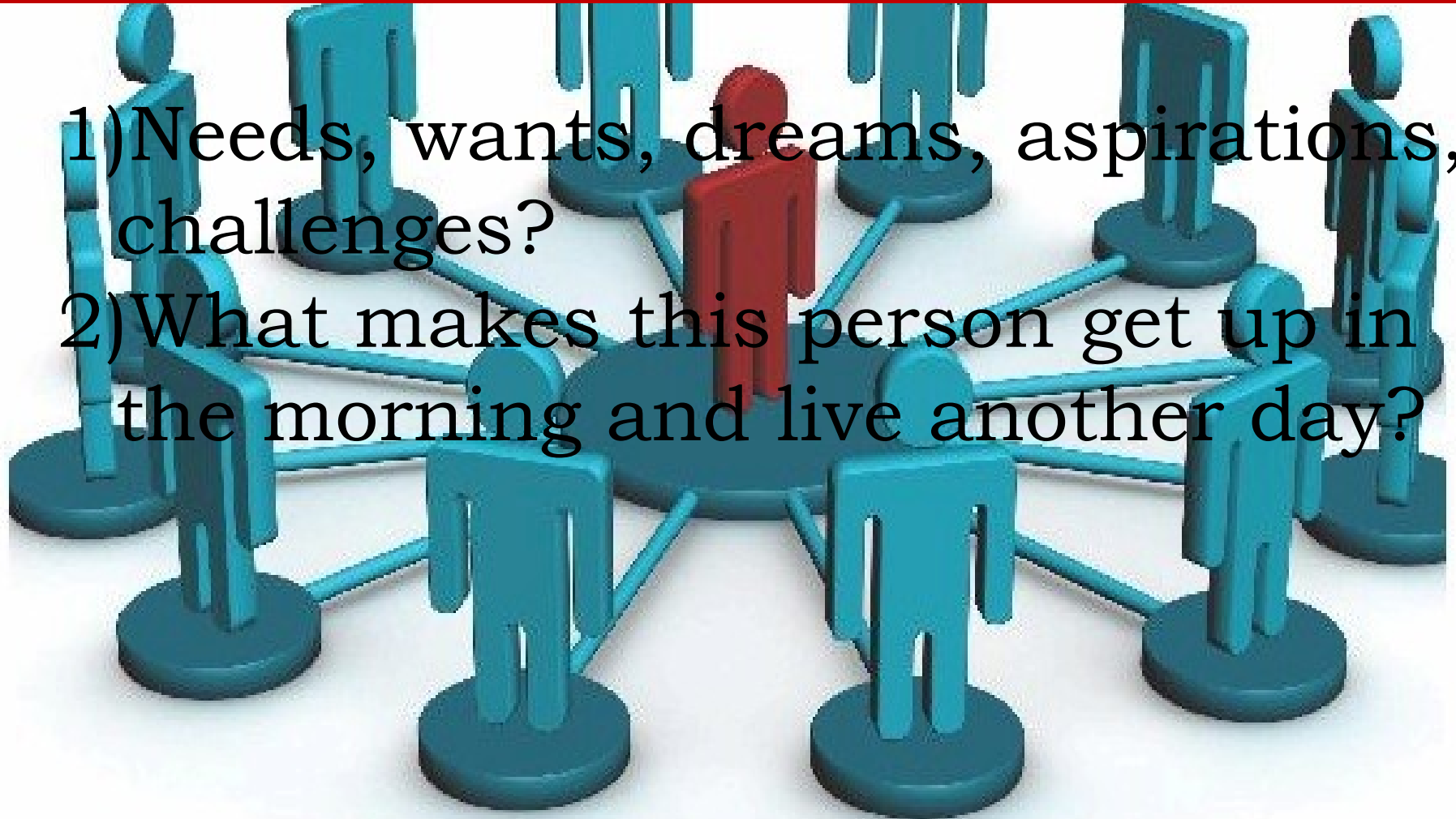


1) What do you want the individual to do or tell you... **WHAT IS YOUR GOAL!**

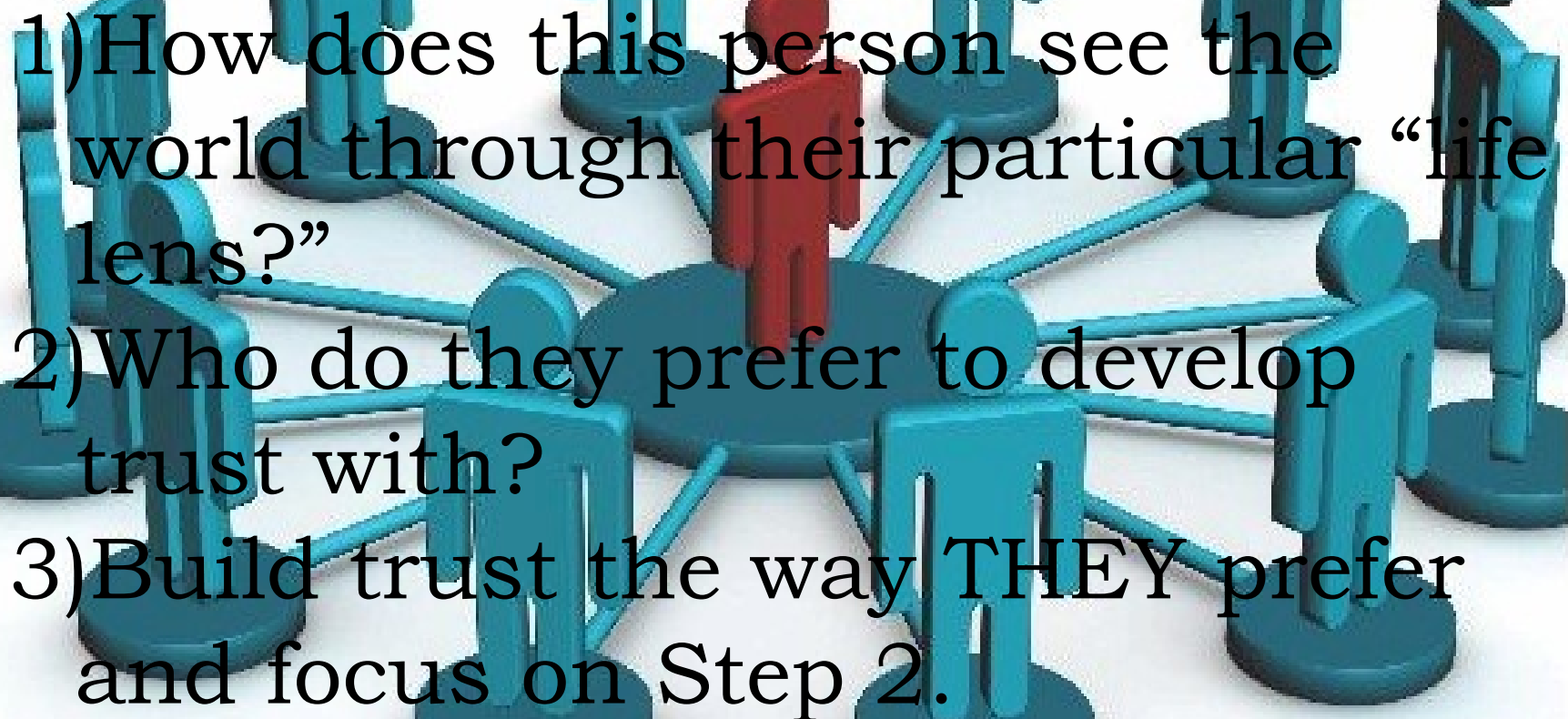
2) Why should **THEY** do it, tell you, or help you accomplish it?

Step 2: Ascertain the individual's priorities...

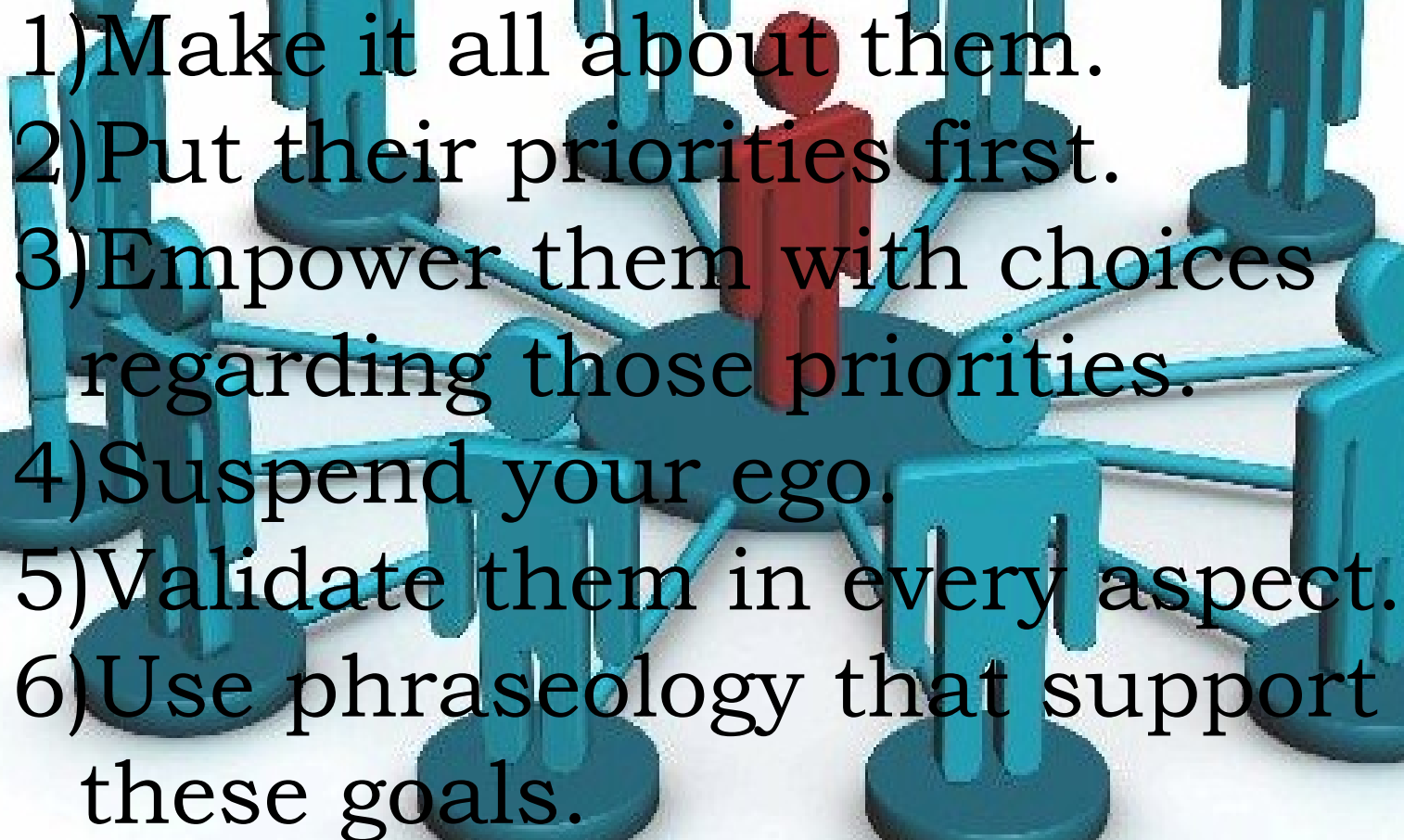
- 1) Needs, wants, dreams, aspirations, challenges?
- 2) What makes this person get up in the morning and live another day?



Step 3: Apply the Power of Context

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- 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

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- 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

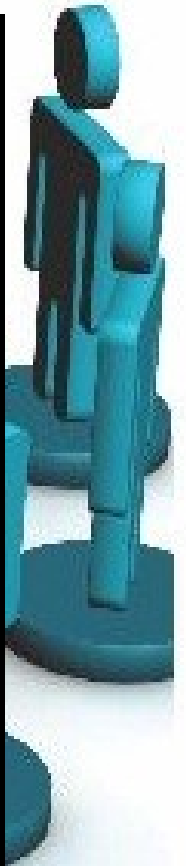
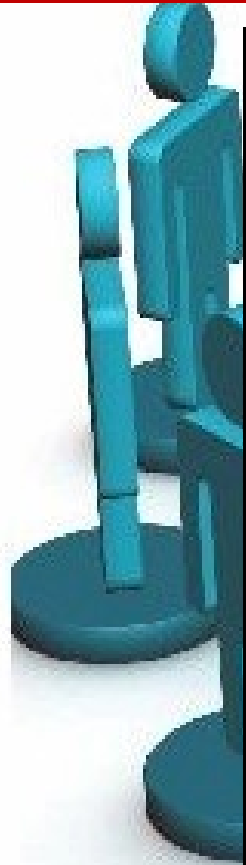
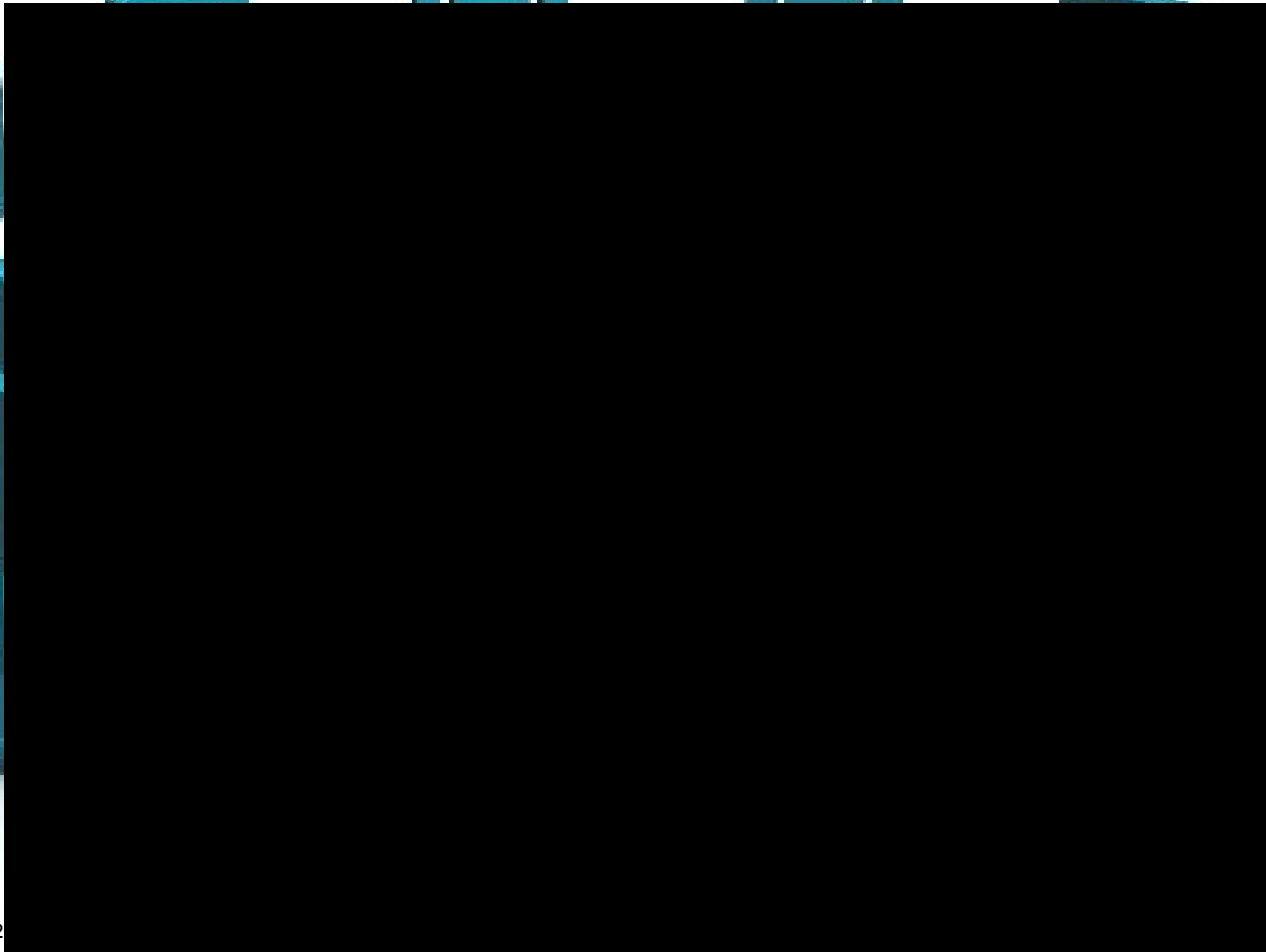


Technique 1: Establishing time constraints.

-Allow the other person to see there is an end in sight.



Technique 2: Accommodating nonverbals.

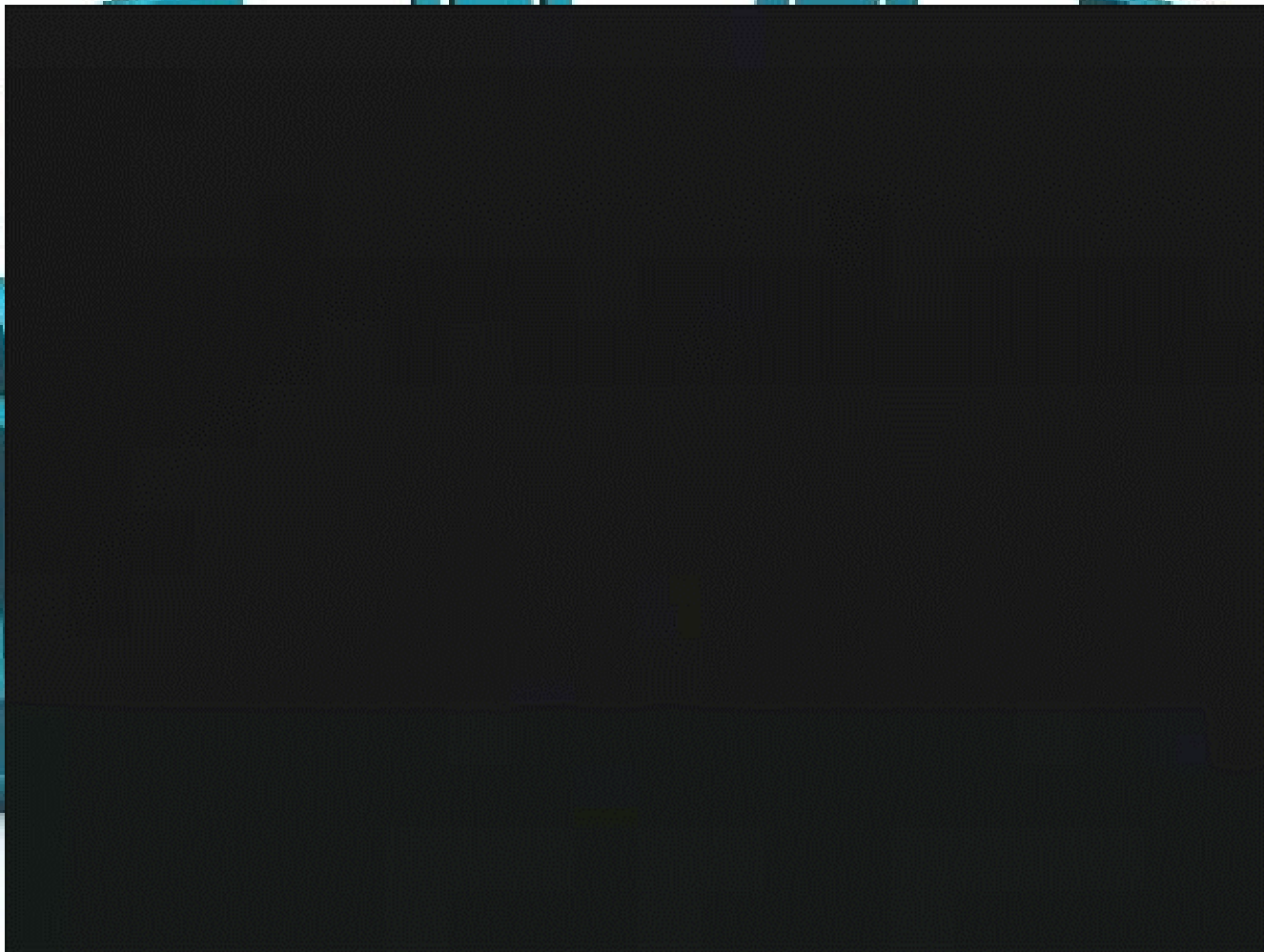


Technique 3: Slower rate of speech.

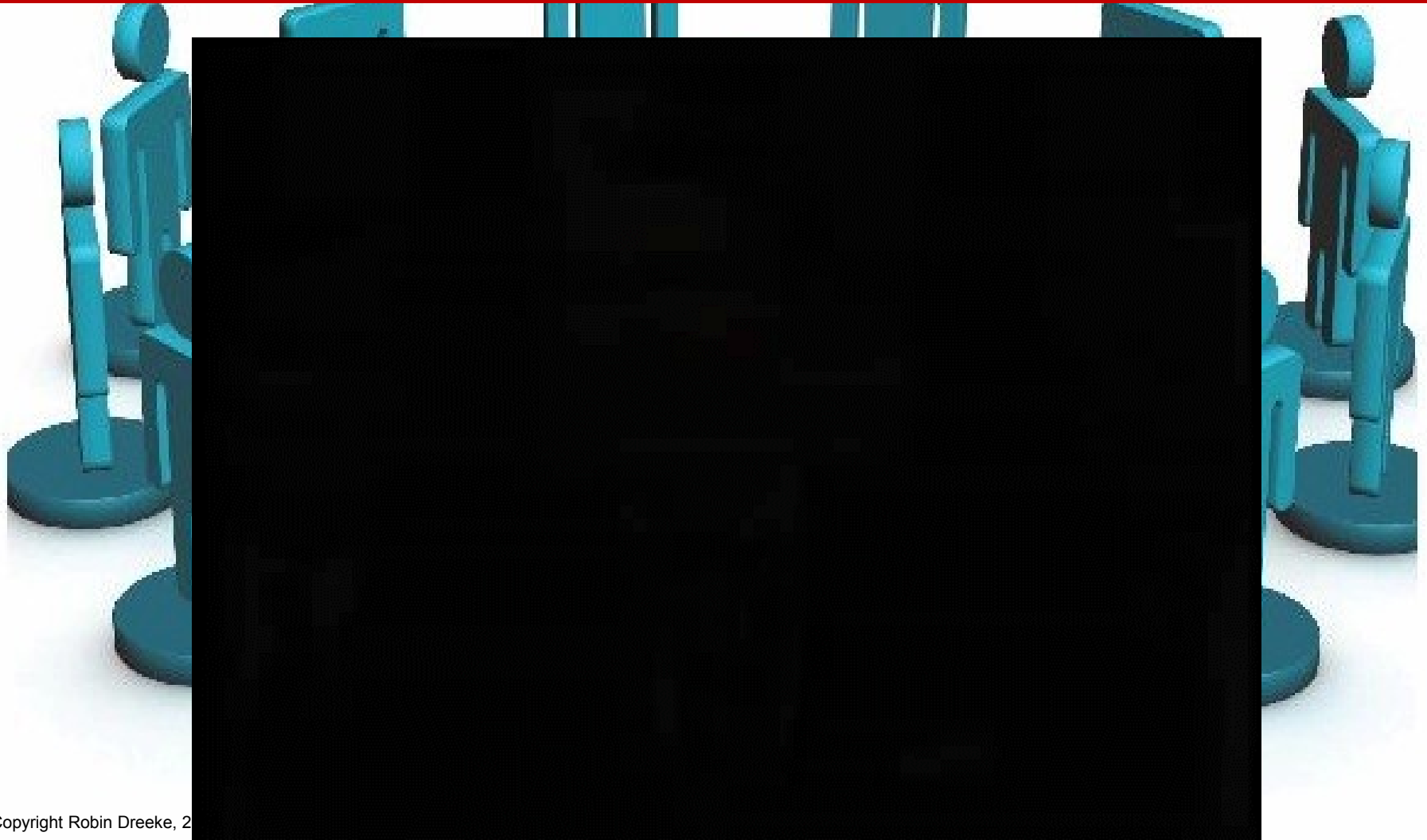
-Don't oversell and talk too fast. You lose credibility quickly and come on too strong and threatening



Technique 4: Sympathy or assistance theme.



Technique 5: Ego suspension.

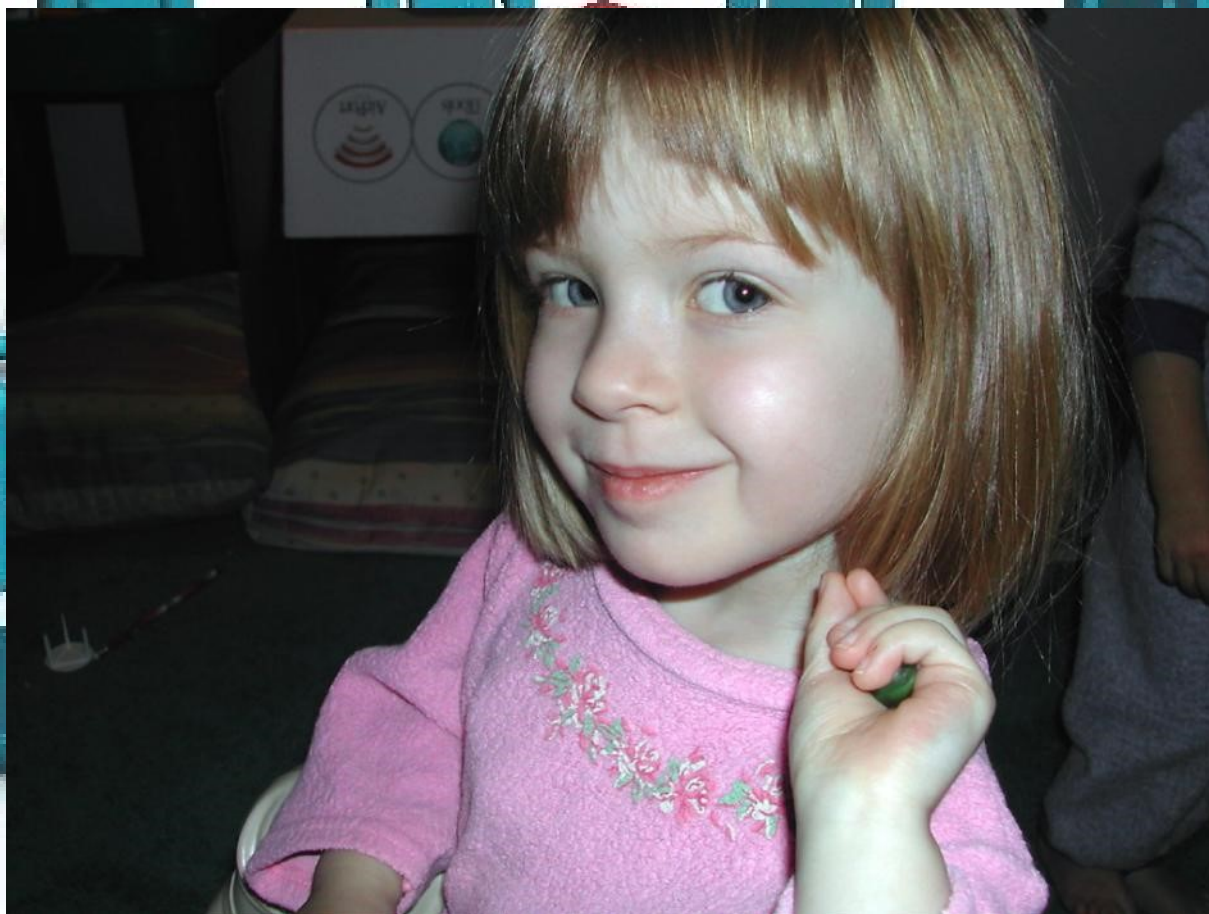


Technique 6: Validate Thoughts and Opinions

-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.



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