

## Mirroring

First thing to know. People inevitably are in love. They are in love with themselves. It's true love.

Who else do they love? Anybody else who is similar to them. Who use their own mannerism, words, face expressions, values, viewpoints, ideas, thoughts, emotions, goals, problems etc. The list goes on...

Any sales reps' most valuable ability is to build rapport.

How can one use mirroring in building rapport?

By imitating the person who is in front of you. Just like a mirror.

By that I don't mean that you should immediately and always do exactly what the prospect does. It would look quite awkward if the prospect would yawn, and you would yawn also at the same time in the same way. Or if the prospect would cross his arms and spread his legs, and at the same moment you would do exactly the same.

Keep a bit of delay when imitating the prospect. Essentially what you are aiming for is for the prospect to see himself in you, not that the prospect thinks that you are mocking him.

Reflect his values, ideas, thoughts, opinions, emotions, and unique body movements when it seems appropriate and you will do fine with establishing friendships and rapport.

Good luck

-Adam Vizler – Taken from The Definitive Cold Sales Course Archives -