

## Remove Obstacles In Between

You need to remove as many obstacles between yourself and your prospect in a sales interaction as possible.

As books, plates, computer screens etc in between you two is going to damage the effectiveness of your communication and your rapport.

As you want to have as much exposure in front of the prospect as possible.

So don't turn your side to the prospect, face the prospect.

With more exposure comes more familiarity, more trust and more rapport. you don't want to seem like you are hiding behind some physical obstacles, as it shows the prospect you are not sincere.

Alternatively you don't want the prospect to be able to hide behind objects, as it gives that extra mental space for the prospect and allows the prospect that much more dishonesty and be less attentive.

Also, you wish to remove all types of obstacles, and "vias" like phones, or emails or letters as much as possible.

As they act the same way as physical obstacles, which again leads to difficulty in establishing a connection and rapport.