

# Strategies to Build Rapport with Customers

**Purpose:** Review strategies for building rapport.

## SkillBrief

Strategies for building rapport	
Paying Attention	You pay attention to customers by stopping what you're doing when they approach you, directing all your attention to them, and dealing with any interruptions to your conversations quickly.
Showing Empathy	You can show empathy toward your customers by briefly and relevantly relating your own experiences, reflecting their emotions and situations back to them, and normalizing their difficulties. All of these strategies help demonstrate understanding and are used to reassure customers and make them feel more comfortable.
Connecting	<p>You connect with customers by finding commonalities with them and making them feel like they can identify with you. You also connect with people by making them feel that they are welcome and that they mean something to you.</p> <p>Techniques that you can use to establish a connection with people include greeting them, smiling at them, calling them by their names, listening actively, and remembering details they've shared with you in the past.</p>
Being Positive	To be positive, you should maintain a positive attitude in difficult situations, try to never say no to customers, and always try to offer possible solutions to their particular problems.

SkillSoft Course: Customer Service Fundamentals: Building Rapport in Customer Relationships

Topic: Practice: Building Rapport with Customers

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