

# Code of Trust Building and Inspiring Trust

## Part One: The Ten Techniques to Quick Rapport

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## Our time together...

- Techniques for identifying and addressing individual goals and desires.
- Effective ego suspension; placing communal wants and needs above individual ones.
- Reading body language remotely and other remote working rapport building techniques.

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## Background:

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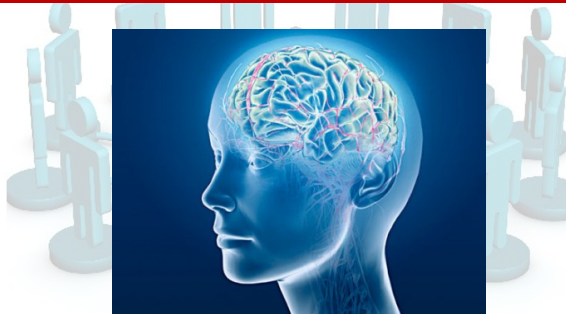
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Goal... Get their brain to reward them for engaging with us



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## Identifying and Addressing Goals and Desires:

- 1) Seek their thoughts and opinions.
- 2) Speak in terms of their priorities (safety, security, prosperity).
- 3) Validate them without judging them.
- 4) Empower them with choices.

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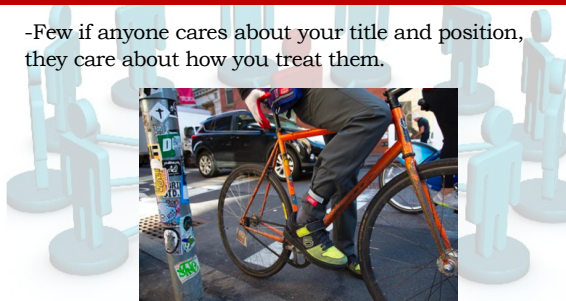
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## Suspend Your Vanity and Need to Be Right

-Few if anyone cares about your title and position, they care about how you treat them.



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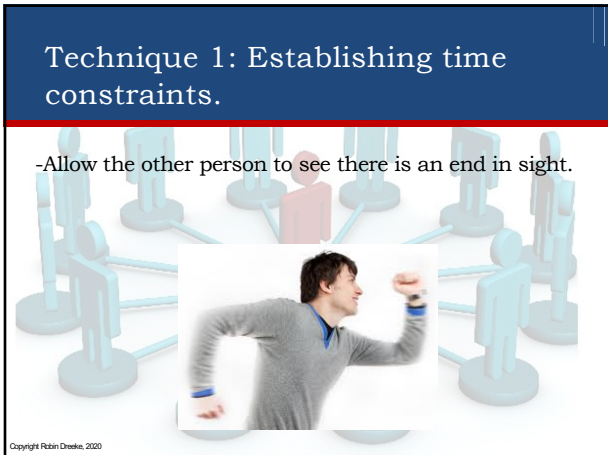
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### Technique 3: Slower rate of speech.

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



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### Technique 4: Sympathy or assistance theme.



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### Technique 5: Ego suspension.



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## Technique 6: Validate other's 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.



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## Listening:



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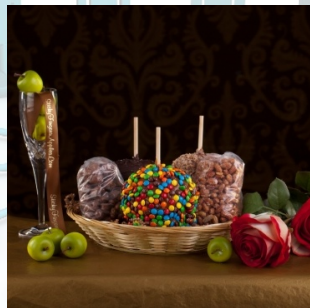
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## Thoughtfulness:



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Technique 7: Seek context, Ask...  
How? When? Challenges?



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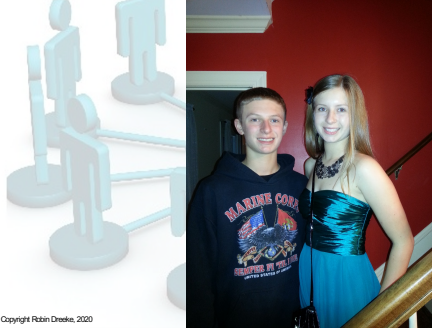
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Technique 8: Connect with quid-  
pro-quo... Commonalities



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Technique 9: Gift Giving  
“Reciprocal Altruism”



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Technique 10: Manage expectations.



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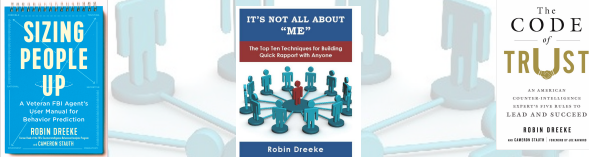
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For a Deeper Dive:  
[www.peopleformula.com](http://www.peopleformula.com)



**Resources:**

1. Online Courses: 25% off with: LA2020
2. Newsletter
3. Blog
4. Daily thoughts
5. Videos and podcasts

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