

CHART TWO

BUILDING RAPPORT WITH FEME®

Find Common Ground – look for things you have in common with people. Whether it's where you were born, went to school, being married, not being married, favorite places you've traveled or where you would like to travel, it's all grist for the rapport-building mill.

Express Genuine Interest – this is something you just can't fake. I always know when someone is genuinely interested based on the questions they ask me. Are they questions designed to bring the topic back to them or to delve more deeply into understanding me or my position? Expressing genuine interest requires you to delve more deeply into what the other person is saying.

Match body language – research shows that we tend to gravitate toward people who we perceive to be just like us. One way this is communicated is through body language. Does the person lean in when they speak to you or do they want more physical distance? Do they maintain steady eye contact or do they tend to look away more often? Do they smile often or are they more serious? Learning to read and respond to body language is not only helpful in building rapport, but in a host of other situations as well. It's pretty hard to do this if you're only focused on yourself. It requires you to suspend your own needs for the moment and read between the lines.

Exhibit Empathy – not to be confused with sympathy (feeling compassion or sorrow), empathy lets the other person know you understand how it feels to be in their shoes. To be effective at exhibiting empathy, you often have to read between the lines and read body language. A person may not *say* she feels devastated at the loss of a dear friend, but the look on her face and her description of the person's passing might lead you to say, "It sounds like this is a devastating loss for you." Now she knows you understand how she *feels*.