Communicating to Engage:

Building Trust

Establish Rapport

- Nonverbal (eye contact, body language (etc.)
- ▶ Vērbāl (pleasant voice appropriate volume enunciation, energy etc:)
- Monitor surroundings

Listen Actively

- **▶**Confirm
- Acknowledge
- Clarify

Prospecting

▶ Prepare

▶Execute

- **■**Open
- ► Greet (ID/ARNG)
- ➤ Set agenda (what/why)
- Check interest

■Discuss/Present

- Ask targeted questions (motivators/values)
 - Present targeted solutions (features/benefits)
- Check for acceptance
- ▶ Pre-qualify using APPLE-MD

■Close

BUILD TRUS

- Restate benefits
- State next logical steps
- Ask for commitment

▶ Follow Up

■Plan after-action

Interviewing

▶ Prepare

▶Execute

- **■**Open
 - ► Greet (iD)
 - Verify chnages to APPLE-MD
- Set agenda Check interest

■Discuss/Present

- Ask targeted questions (motivators/values)
- Present targeted solutions (features/benefits)
- Check for acceptance

■Close

- Restate benefits
- State next logical steps
- Ask for commitment

▶ Follow Up

■Plan after-action

Tradition Honor Experience

Training Education Adventure Money Service

Address Concerns

- DASk@ustionstoUndestand
- P/Adknowledge
- Answer Honestly





Communicating to Engage:

Building Trust

Establish Rapport

- ➤ Nonverbal (eye contact, body language, etc.)
- ➤ Verbal (pleasant voice; appropriate volume, enunciation, energy, etc.)
- ► Monitor surroundings

Listen Actively

- Confirm
- ▶ Acknowledge
- Clarify

Presenting

▶ Prepare

- **■**Set objectives
- ■Plan strategy
- **■**Gather information
- ■Construct presentation
 - ▶ Develop body
 - ▶ Develop closing
 - ▶ Develop opening

► Execute

- **■**Open
 - ► Greet (ID/ARNG)
 - ► State BOAT (Background, Objectives, Agenda, Timeframe)

■ Discuss/Present

- Present topics
- ► Encourage interaction

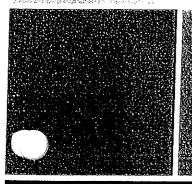
⊯Close

- ▶ Review key points
- ► Request commitment, if appropriate
- ► Ask for questions
- ➤ Capture leads / referrals
- ▶ Thank audience

▶ Follow Up

■Pursue leads / referrals

DRESS CONCERN



Address Concerns

- ▶Ask Questions to Understand
- >Acknowledge
- >AnswerfHonestly