Course Agenda

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| 8:30-9:00 | Course Overview and Introductions |
| 9:00-10:30 | What Influences People in Forming Relationships?  Appearance  Similarity  Complementarity  Reciprocity |
| 10:30-12:00 | First Impressions |
| 12:00-1:00 | Lunch |
| 1:00-1:45 | Non-Verbal Communication  Body Language  Gestures |
| 1:45-3:45 | Verbal and Written Communication  On the Phone  In Person  Via E-Mail and Text |
| 3:45-4:15 | Role Play |
| 4:15-4:30 | Workshop Wrap-Up |

What Influences People in Forming Relationships?

# Influences at Work

When it comes to relationships, the better you are at connecting with people, the better your quality of life becomes. While connecting with people brings tremendous rewards, it is hard work too.

Here are some of the influences at work when we connect with others.

# Appearance

Whether we like it or not, physical attractiveness plays a role in helping us form favorable first impressions of another person. Physical attractiveness is very subjective, and varies from one culture to another, but there are some standards we can count on. Generally, taller people are seen as more competent. People who look approachable are more attractive and more positive. This means that you have to pay attention to how you look in your role as a professional salesperson.

# Similarity

Individuals are drawn to one another when they share common interests or goals. Common ground is just that: finding some areas of similarity with another person. People who love sports tend to talk about their favorite games together, just as people with children or pets talk about their latest adventures with them. Finding common ground can be an important part of relationship building.

# Complementarity

People may be attracted to others who fulfill a particular need at a particular time in their lives. If you know their needs and you can fulfill these needs, with your own talents or with your products or services, it is easier to create an interest in what you offer.

# Reciprocity

This relates to our tendency to repay others in kind for what they have given us. It often comes as some kind of obligation. Some examples include inviting people to parties after they have invited us, buying a gift for someone who buys us one, or sending holiday cards in return for those sent to us.