

# 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**

## 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

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

### ▶ Follow Up

- **Plan after-action**

BUILD TRUST

ADDRESS CONCERNS

## Interviewing

### ▶ Prepare

### ▶ Execute

- **Open**
  - ▶ Greet (ID)
  - ▶ Verify changes 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**

BUILD TRUST

ADDRESS CONCERNS

- Tradition
- Honor
- Experience
- Training
- Education
- Adventure
- Money
- Service

## Address Concerns

- ▶ Ask Questions to Understand
- ▶ Acknowledge
- ▶ Answer Honestly

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### 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

BUILD TRUST

ADDRESS CONCERNS

### ▶ Follow Up

- Pursue leads / referrals

## Address Concerns

- ▶ Ask Questions to Understand
- ▶ Acknowledge
- ▶ Answer Honestly