



Language Skills for Building Business Relationships

Gabrielle Jones



About me

I'm a **locubrevisphobe**

Latin: '*locu*' – talk, '*brevis*' - small



What to expect?

1. Why focus on relationship-building?
2. What we can say
3. What we can do
4. How we can listen



Truth or myth?

- ☐ Some people are just born to be great communicators. Either you have it, or you don't.
- ☐ Experts don't need to build rapport.



Why build relationships?

1

- Markets open
- React to signals

2

- Create solutions
- Forge alliances

3

- Staff value position
- Team synergy

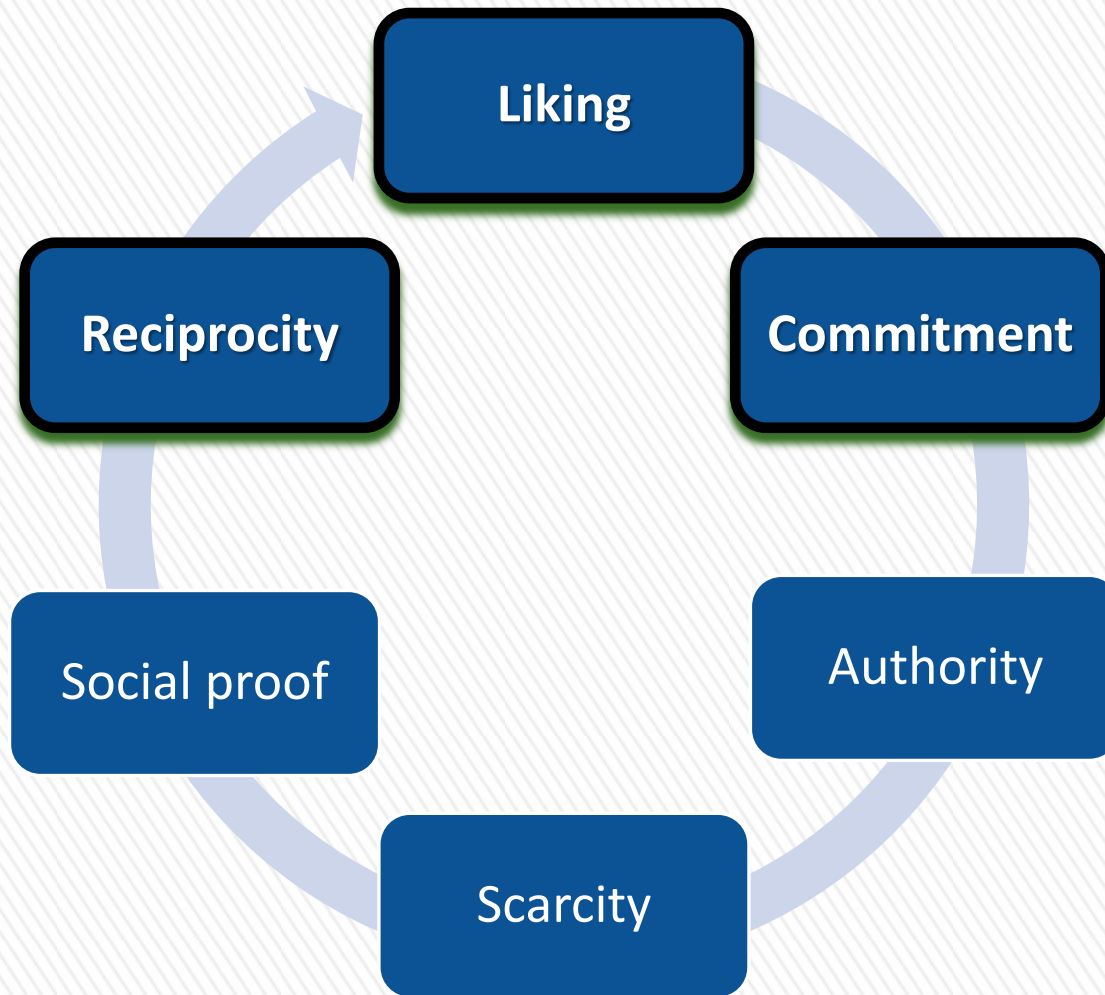


Establishing relationships

- ☐ Think of people you get on with, who are friends – what makes you enjoy spending time with them?
- ☐ Think of people you haven't jelled with – what didn't you enjoy?



Robert Cialdini's 6 principles of persuasion





Mirroring techniques

- Speech patterns
- Body language
- Vocabulary style or choice of words
- Pace, tempo, pitch, tone, volume





Prof. Richard Wiseman

(1) Positive reinforcement vs. (2) Mirroring



1. really, great, good
2. repeated order

Mirroring - 70% larger tip!!!



- a. Start a conversation with a partner – change the topic as often as you feel appropriate
- b. While talking, try mirroring your partner (voice, gestures, language)



Showing interest

Me: I'm going to Portugal next week!

St.: Ah ha....



Me: I'm going to Portugal next week!

St.: Are you? Where exactly?



Building rapport – showing interest

1. I used to live in Spain.
2. I drive a Hyundai.
3. I'm allergic to kiwi fruit.

A: Comment

1. Did you? **Why did you move?**
2. Do you? **Does it use much fuel?**
3. Are you? **How did you find out?**

B: Short question PLUS
follow up question



Non-verbal communication





Non-verbal communication

**“all communication other than language”
(Andersen, 1999)**

- Gestures and touch
- Body language and posture
- Physical distance
- Facial expression
- Eye contact
- Non-verbal elements of speech – pitch, volume, rate, stress

Trademark gestures



BESIG Conference 2013



Gabrielle Jones



Annoying gestures



Illustrators



Regulators



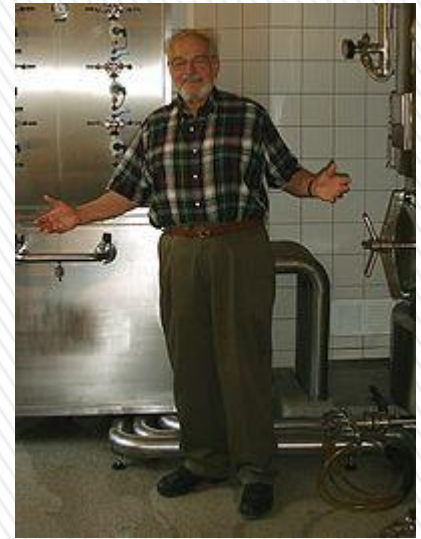
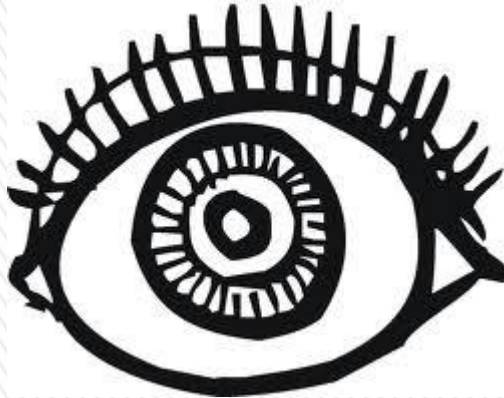
Affect displays



Emblems







Student A

Think of something which you did – something fun you tried, somewhere interesting you visited, a funny story you heard...

Make a few mental notes about it, then tell your partner all about it for 2 minutes



Student B

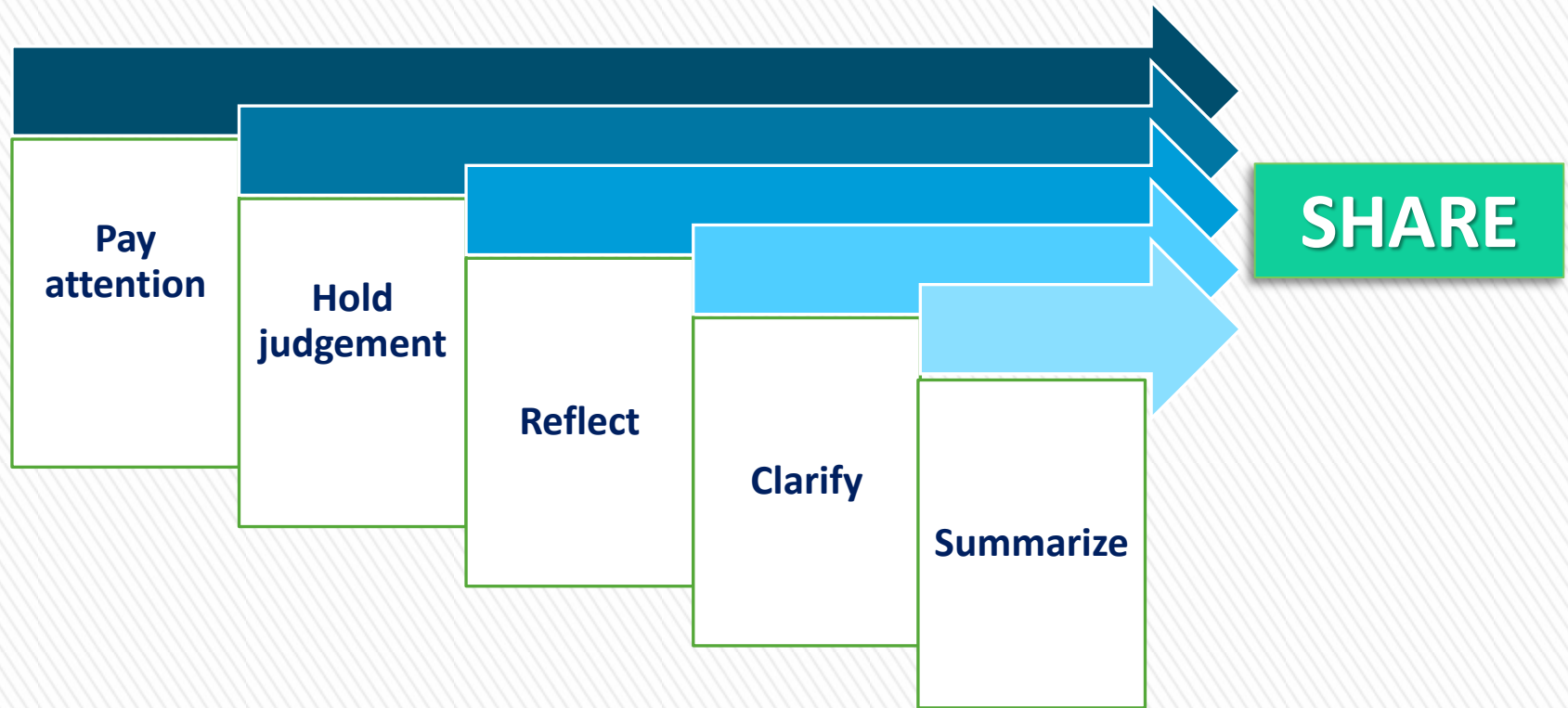
When your partner tells you about something which happened to them recently, do not react! Don't make eye contact, don't move your head or body, no smiling and absolutely no talking!



**When you're finished – how did that
make you feel?**



5 Steps to active listening



FBI – Hostage Negotiation Unit

Active listening techniques used by hostage negotiators

- ☐ Minimal Encouragements – mmm, ah
- ☐ Paraphrasing – so what you're saying is...
- ☐ Emotion Labeling – I see
- ☐ Mirroring (or Reflecting) – China?
- ☐ Open-Ended Questions – What do you do?
- ☐ Effective Pauses



A: Your boss has told you that you have to work later for the third time in a fortnight. No one else can cover for you, and you need the money, but you're really worn out.

B: Be an active listener!



Take home message:

1. Be aware of how important relationship building strategies are
2. Discuss these with your learners
3. Incorporate them into transactional simulations...
4. ...as often as possible!





It's been lovely talking to you...
Do keep in touch:

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