



Mastering Business Rapport

The Art of Superior Interpersonal Interaction

What do management, customer service, public relations, sales, marketing, and service professionals all have in common? People in these positions are required to meet, interact and most importantly, communicate effectively with all types of people everyday— customers, clients, prospects, peers, and subordinates. To be consistently successful in any of these positions requires that you be both an expert at your job, and also an expert in interpersonal communications and human interaction.

“Mastering Business Rapport” offers an introduction to the basic principles of NLP (Neuro Linguistic Programming), a revolutionary science and technology that will equip you to truly understand how and why we unconsciously behave and interact with the world (and the people) around us the way we do. Using that understanding, you can then insure your success in virtually any activity that includes communication and human interaction— both on the job and in your personal life. You will learn to interact with your customers, staff, and fellow employees better and enjoy it more. You will learn how to create an atmosphere of superior communication and interaction leading to increased sales, and greater satisfaction for your customers, prospective customers, and employees.

You will learn—

- Why (you) we behave the way (you) we do
- How our behavior is formed and programmed
- Communications as behavior
- How different people experience the world differently and how to use this knowledge to your advantage in your communications and interactions with others.
- Why it's important to recognize and understand other people's views of the world
- How to establish instant rapport with anyone, anytime, anywhere
- How to shape your selling or coaching strategies to ensure your success
- How to test the effectiveness of your communication with anyone— instantly
- How to turn any confrontation or conflict into a win-win situation
- How to enhance your telephone skills
- How to set goals for excellence
- The five principles for greater success in any endeavor

With practice, you can incorporate this knowledge into a personal model of behavior that will empower and enrich virtually every facet of your work experience as well as your relationships with your friends, family, and loved ones. You will literally take your game— the game of living— to higher, more successful, and fulfilling levels.

Mastering Business Rapport: Course Syllabus

- I. Introduction
 - a. What is NLP?
 - b. Presuppositions of NLP
- II. The NLP Model of Behavior
 - a. The genesis of behavior— Theory of Mind
 - 1. Why we get “stuck” in our ways
 - b. Behavior and communication
 - c. Communication as behavior
 - 2. How we communicate
- III. Representational Systems
 - a. My/Your/Our model of the world
 - b. Sub-modalities— Archetypes; Visual Auditory, Kinesthetic
 - c. Favored Representational Systems—
 - d. Representational Systems in communication
 - e. Predicates/Predicate Phrases
 - f. Eye patterns
- IV. Rapport
 - a. The power and importance of rapport
 - b. Sensory acuity; observing other people
 - c. Mirroring/Matching
 - d. Rules for listening
 - e. Eye contact



- V. Meta Models— Personality Types (How to identify and deal with them)
 - a. Introvert/Extrovert
 - b. Intuitor/Sensor
 - c. Judger/Perceiver
 - d. Thinker/Feeler
- V. Strategies
 - a. Introduction to Strategies— e.g. Buying/Selling Strategies
 - b. The Law of Requisite Variety
 - c. Suggestion and Acceptance with requisite variety
 - d. Calibration: key to the communication castle
- VI. Telephone Tips
- VII. Setting S.M.A.R.T. Goals
- VIII. 5 Keys to Success



Mastering Business Rapport:

What some recent students have to say—

“I enjoyed the class very much; don’t change a thing. I will tell my office manager about this class and ask her to talk about you in our next sales meeting.”

“Excellent! I can’t think of any way to improve it.”

“I thought the class was great. The subject material was interesting and you have great energy.”

I thought the class was excellent—comprehensive and understandable; we covered a lot of ground.”

“Overall, I found the class and the course to be excellent. It provided a nice overall walkthrough of NLP, a great basis to build upon.”

“I enjoyed the class very much. I liked the interacting and role playing exercises; a great way to learn these new skills. Thank You.”

“You are a terrific communicator! I was amazed by how you made so much information so understandable so fast!”

“I very much enjoyed your workshop. I had lot of fun and learned a great deal too. I have been excited about Neurolinguistic Programming ever since... I will definitely recommend you to anyone I encounter who is interested.”

“I think you are an excellent teacher.” You made the material so clear and the day was also a lot of fun. Thank you for a great class.”



John McGrail, C.Ht.

John McGrail is a clinical hypnotherapist and corporate performance coach located in the West Los Angeles / Santa Monica area, serving private and corporate clients throughout Southern California, the U.S., and abroad. John earned a Bachelor of Science degree from Cornell University. He did graduate work in mass communications while serving as an officer and aviator in the U.S. Coast Guard, and after distinguished careers in commercial aviation, corporate training, and mass communications—film, television, and multimedia, working with clients like Fedex, United Airlines, Anheuser Busch, Toyota/Lexus, Citibank, and many more— he earned his certification in clinical hypnotherapy at the Hypnosis Motivation Institute, the nation's first federally-accredited college of hypnotherapy. He graduated with honors and was the recipient of the Director's Award for outstanding academic and clinical achievement. John was further honored with a special award for outstanding achievement as an HMI clinical resident. He is frequently invited back as a guest lecturer and student career consultant.

John is also a certified practitioner of NLP (Neuro-Linguistic-Programming), Timeline Therapy™, Therapeutic Imagery, and EFT, (Emotional Freedom Techniques). His practice focuses on personal growth and healing, behavioral modification, and performance improvement in the workplace, sports, and academics. His clients include celebrities, athletes, airline pilots, tradesmen, homemakers, corporate professionals, and children; people aged 5 to 85, from virtually all social and professional backgrounds.

John's passion is helping people grow and enjoy a better life. "Whatever the issue, whether it's giving up a bad habit like cigarettes, winning on the PGA Tour, eliminating a fear or phobia, doing better in relationships, building confidence and self esteem, or finding one's spirituality, it's all the same process— overcoming limiting beliefs, decisions, and behavioral patterns that keep you from reaching your goals and obtaining the abundance in life that we all want and deserve. The tools I use are as old as human civilization; they are safe, painless, and powerfully effective."

In addition to his clinical practice, John is a frequent keynote speaker, lecturer, and facilitates seminars and workshops for an eclectic variety of civic and social groups, professional organizations, and corporations, where he combines his passion for helping people grow with the experience gained through almost thirty years in mass communications, developing and delivering both training and entertainment programs for corporations, the military, and for television and film. "I love the chance to educate people and help them discover that creating a better life is possible—we can change and improve virtually any facet of a our life, and usually pretty quickly."

John is frequently interviewed and cited in major publications and periodicals; he has published numerous articles on hypnosis and behavioral change, and is writing a new book entitled, "*Who's Driving Your Bus.*" He is a member of the American Counseling Association, the American Hypnosis Association, and serves on, the executive board of the Hypnotherapists Union, Local 427, whose certification standards are among the most rigorous in the field of clinical hypnotherapy.

John and his wife Lynne-Anne, make their home in Marina del Rey, California. They are avid boaters and deep-sea fishermen. He also enjoys golf, skiing, hiking and camping, writing, and the study of native philosophies and natural healing.