



Communication Fundamentals #4: Pacing

Instructions: Take up to five minutes to read through your sheet. After five minutes, your Trainer will direct each person in your group to “teach” their subject.

The person in your group who traveled the longest distance to get to work today will go first.

Pacing

Good negotiators have mastered the skill of pacing others. They mirror the verbal expression or body language of the person they’re talking to, and this pacing helps them create rapport, and it puts them in the best position to influence the outcome.

So let’s look at two ways you can pace your customers to influence them when you’re handling a problem.

1. Pace the Customer’s Sense of Urgency

I stopped at an airport restaurant for lunch. When the server came to my table, one of the first things she said was, “*How much time do you have before your flight?*” When I told her I had less than an hour, she said, “*We’ll make this fast.*”



She was swift with everything - taking my order, bringing it out, and getting the check. She paced my schedule. **Her urgency put me at ease** because I knew I'd enjoy my meal, and make my flight.

When you sense your customer has an urgent need, try to pace. Do this by quickly following up, or conveying a sense of urgency with your words, for example, ***"I don't want you to worry, we'll resolve this today."***

2. Pace With Agreement

It's easier to keep a conversation positive when you find ways to agree with the person. Look for opportunities to pace your customer or co-worker by positively commenting on something they've said.

You can say things like, ***"I can see your point on that," or "I know that had to be frustrating."***

Pacing helps you create rapport with customers because they sense you're on their side, and that you genuinely want to help. And pacing is fantastic for co-workers as well as external customers.