**What words will help me connect with sceptical prospects?**

This is the rapport skill.  
  
An easy way to connect is to have our prospects believe that they agree with others. Social proof works.  
  
Try these opening words before our facts:

* Most people.
* Everybody knows.
* Everybody says.
* As many of us experience.
* Well, you know how.

Our prospects’ programs will have an immediate reaction. They will think, "Yes, I am part of this bigger group." Some examples?

* Most people want more money.
* Everybody knows weekends are too short.
* Everybody says that wrinkling is over-rated.
* As many of us experience, commuting is frustrating.
* Well, you know how we would love more 3-day weekends?