

AlikeAbility™

Improve Your Ability to Build Relationships

Dr. Nancy Zare
Sales Psychologist and Strategist
Author, Speaker, Consultant

I help entrepreneurs take the fear out of sales conversations and replace it with confidence.

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https://www.youtube.com/channel/UCx_Xg1ujAUMnhy87VWYouJ

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Introduction

<https://www.youtube.com/watch?v=5nW4VGzM8pl>

My photo



Bios

Short Introduction for Dr. Nancy Zare (rhymes with Care)

A psychologist and strategist, Dr. Nancy Zare works with entrepreneurs who feel anxious about sales conversations. She helps them feel comfortable and poised, converse with confidence, and get new business.

Nancy earned her masters and doctorate from Boston College and is a former professor of social work. She is the author of several books including *Compelling Selling*, and an international best seller, *Words That Sell with Style*.

Accredited in sales training and adult learning, Nancy turns education into edutainment. Her secret desire is to go racing on the Autobahn. Be ready to laugh, think, share, and be wowed as she drives home the idea of how buyers buy and how to sell to them.

Long Bio

Dr. Nancy Zare graduated magna cum laude in psychology from Boston University. She later earned a master degree and Ph.D. from Boston College in social work.

Her career includes work in an in-patient psychiatric hospital, group work with children and families, college teaching, and marketing, sales, and implementation of Employee Assistance Programs. In 2011 she founded Rapport Builderz, an educational and consulting agency to help entrepreneurs develop comfort and confidence in sales conversations.

Nancy is the author of 4 books and many articles. She is the originator of the AlikeAbility(™) System, a 5-step process for building rapport quickly and authentically with all 4 Buying Styles. It is based on the Platinum Rule, treat others the way they want to be treated. Nancy cares passionately about effective communication that honors and respects individual diversity.

In her leisure time, she is a student of spirituality. Nancy lives outside of Boston and enjoys gardening, swimming, and crafts.

150 Character Bio

As a psychologist, Dr. Nancy Zare makes sales conversations comfortable: replacing anxiety and awkwardness with confidence and certainty.

Programs

All programs can be customized for the audience and time period, from 10 minutes to full day.

Compelling Selling: Simple, Profitable Tips for Effective Sales Conversations

According to *Salesforce*, 79% of buyers in the sales process want professionals who perform as trusted advisors. Yet it takes time to build trust. Can you shorten the process? Yes! By using the principles outlined in *Compelling Selling*, you can build rapport quickly and authentically, become a trusted advisor, and get new business.

Secret of Top Producers: Introduction to the AlikeAbility™ System

The biggest mistake that most salespeople make is delivering the same presentation to all potential customers. They operate as if everyone thinks alike. To close more sales, you need to raise your AlikeAbility™ factor and adapt your communication to match the other person. This program will help you recognize the 4 types of buyers, adjust yourself to match their communication, and get new business.

Appreciation Marketing on Fire

Every day we are inundated with digital marketing messages. How do you set yourself apart from the competition and get noticed positively by prospects? Answer: Appreciation Marketing. Not only will your communication be guaranteed to get a 100% open rate, you will also be assured of prospects keeping you top of mind for days, weeks, even months to come.

About Nancy

Dr. Nancy Zare, founder of Rapport Builderz, is a Psychologist and Sales Strategist who helps people acquire and conduct business without using traditional sales techniques. A retired professor, Nancy is skilled in simplifying complex information and creating an interactive, upbeat atmosphere. Whether in a work situation or personal encounter, everyone benefits from learning new approaches for quickly and authentically building rapport, communicating effectively, following up, and becoming a master of sales.

Testimonials

“I am a client of Dr. Zare’s and can attest to how her training will markedly change the way you think about the interactions you have with your customers. Her method of educating you about how to better relate to the different personality types that make up your clientele is very eye-opening. For me, that has meant that I can recognize how to best speak with my clients, and potential clients, and more effectively “speak their language” to create a more genuine and compatible business relationship. This has resulted in a more satisfying and more profitable experience in my practice. Dr. Zare can help any business that sells directly with customers and I would encourage you to do so to help you open new doors towards greater success.” -- Michael Putt, D.M.D.

“Dr. Nancy Zare is an enthusiastic speaker/performer. She has spoken at two of my events and the audience loved her! She has a charming and engaging manner while teaching different styles of communication in a fun way so people can really see the differences and how to interact with others. I highly recommend her as a speaker for your event or a trainer/coach to help master her Alikability System to close more sales.” -- Minesh Baxi

“Just wanted to thank you for your EXCELLENT presentation at our sales meeting yesterday. Our agents got a lot of great information on your AlikeAbility profile and the 4 main styles and how best to engage with them. This information is so valuable when we are trying to make a strong connection with our customers and clients.” -- Al Roa

“Dr. Nancy Zare has been a great coach and mentor. She has taught me skills to help better communicate with my clients and I have noticed an increase in business as a direct result of working with Nancy. I would recommend Nancy to business people looking to grow their business.” -- Peter Moustakis, Esq.

“Nancy was a recent guest on my podcast and I was very impressed with her analysis of the different buyer types and how to adjust your pitch to fit the buyer type. Her advice helped me close 3 clients recently.” -- Elaine Slatter

Quotes from Nancy Zare

“Information without application is useless.”

“The Platinum Rule takes it one step beyond the Golden Rule. It states: Treat others the way THEY want to be treated.”

“AlikeAbility(™) increases comfort, builds trust, and reduces sales resistance, and opens the door to doing business together.”

Interview Questions

- When did you become a psychologist?
- How do you combine psychology with sales?
- What is the AlikeAbility(™) System?
- What are the differences between the 4 Buying Styles?
- How do you figure out someone's Buying Style?

Previous Podcast Interviews

Fit Freedom

<https://podcasts.apple.com/us/podcast/fit-freedom/id1486223029>

Soft Power

<https://podcasts.apple.com/us/podcast/the-soft-power-podcast/id1511419485?i=1000499190032>

Power Hour

<https://powherhourpodcast.com/episodes/>

Boston Podcast

<https://podcasts.adorilabs.com/e/a-secret-science-for-closing-deals?eid=I8CZS8fKH4FV56Cc>

Mike Capuzzi, Main Street Author

<https://mikecapuzzi.com/podcast-nancy-zare/>

Lift Your Story

<https://www.buzzsprout.com/939037/6741493>

Books

Compelling Selling: Simple and Profitable Techniques for Effective, Efficient Sales Conversations. Both electronic and print versions available on Amazon

Words That Sell with Style. Electronic version on Amazon.

Closing More Sales: Introduction to AlikeAbility System. Electronic version on Amazon.

Workplace Hostility: Myth and Reality. Hardbound and Paperback versions

USA 500 Voices. Ted-typeTalk: The Power of Story.

<https://www.youtube.com/watch?v=MsOV5QC4nMs&t=518s>