

Creating Trust

© Professional Educators, Inc

By David Yoho, CPAE

Thousands of salespeople believe this myth: People have to like you to buy from you. It's not true. What's worse, believing it will cost you money. Before you challenge me, consider this. Webster's defines "like" as a feeling of attraction; it defines "trust" as an assured reliance in character.

So ask yourself these questions:

- Do you have friends to whom you would not disclose personal or confidential information?
- Do you conduct ongoing business with people you don't invite to parties?
- If you were selling your car today, would you attempt to sell it to a friend first?
- Do you believe you negotiate better terms and conditions with friends or strangers?

When people trust you, they believe you'd tell the truth at the risk of losing the deal. When you've earned someone's trust, they believe you'll keep their information confidential.

When people trust you, they'll tell you the content and bottom line of competitive bids because they believe you can provide a legitimate comparison. When people trust you, they'll disclose their budget because they want to conduct business with you.

When they don't trust you, they'll either refuse to answer essential questions, or they'll give you false information. The

latter is especially true when they like you but don't trust you.

When people trust you, you can tell them almost anything and they'll believe it. When customers believe in your integrity, they'll pay more and accept less. This power comes with the responsibility to focus on the customer's welfare before your own.

A larger question might be: How do you earn trust when the prospect doesn't know you or your reputation?

Chances are there isn't just one factor but a series of "little things" that create a position of integrity.

When people trust you, they believe you'd tell the truth at the risk of losing the deal.

Here are six simple NO-NO's.

NO-NO #1 - Don't steal the customer's time. When you say "This will only take a few minutes" and you know it requires more, they'll feel deceived. If conditions change during the meeting, apologize and reestablish time parameters.

When the amount of time you need is unknown (or might be surprising), tell them the amount of time it will take to define their needs. You can obtain more time once they want to hear your solution.

NO-NO #2 - Don't hide your intent. Begin every conversation or meeting by disclosing your goal and agenda. Otherwise they'll be wondering what you want and what you're going to do instead of paying attention.

NO-NO #3 - Don't make claims without supporting evidence at hand.

NO-NO #4 - Don't ever promise a result without knowing enough about their situation. You can only obtain that information after conducting a comprehensive, professional investigation.

NO-NO #5 - Don't blame the service, shipping, installation or credit departments for mistakes. Accept the responsibility by apologizing and personally attending to the to the solution and to the customer's satisfaction.

NO-NO #6 - Don't attempt to make sales by "making a friend". Do conduct business in a friendly manner. Sometimes friendships develop from business relationships - but beware. Most of my client's sales reps obtain lower prices and margins from the customers with whom they have friendships.



David Yoho provides systems and customized education that helps organizations outthink, outsell, outmaneuver and outnegotiate their competition without sacrificing profit or integrity.

He's delivered thousands of speeches and seminars to executives, managers, salespeople and business owners on negotiation, sales, management and database marketing.

www.DavidYoho.com

staff@davidyoho.com

Professional Educators Inc.
Louisville, KY (800) 220-0440