

V10 - Building trust and trusted advisor status

Trust Variable	How do we demonstrate?
Credibility <ul style="list-style-type: none"> Are you competent, capable, subject matter experts? 	<ul style="list-style-type: none"> DON'T tell the prospect you are an expert! Increases self-orientation score! Be open, honest, transparent and accurate. No suspicion you are withholding truth or manipulating. Admitting you don't know something can increase credibility Work at your knowledge – build subject matter mastery Ask intelligent questions with correct intent – identifying and developing prospect needs. Bring insight and perspective where appropriate
Reliability <ul style="list-style-type: none"> Can people trust you to do what you said you would do? Do you have good track record? Consistent? 	<ul style="list-style-type: none"> Testimonials and track record Make a lot of small promises and keep them – reliability can take time - build a pattern. Deadlines and deliverables Learn prospect's vocabulary and language – builds their comfort and familiarity with you
Intimacy <ul style="list-style-type: none"> Feeling emotional security when dealing with you – e.g., sharing information. If you are high on intimacy people will open up with you 	<ul style="list-style-type: none"> Opening up on ups and downs of life Showing personal vulnerability - admitting fears, being emotionally candid React to emotions – be empathic. Don't deny their feelings Courage to be real person Curiosity to seek out others person's humanity
Self-orientation <ul style="list-style-type: none"> Selfishness – in it for yourself. In business more likely self-obsession; see everything as about you not about the other. To evaluate – how much do you care, show interest in other people? Do you pay attention to the other? 	<ul style="list-style-type: none"> Show you care/are interested Be curious –questions – mostly open Support with active listening and be present Share Agenda and check their outcomes Speak less and listen more Try short answers and then check in with them 'Does this make sense', 'Does that answer your question' Check timings – '15 mins left...is there anything you need to talk about' Salespeople rarely low on Self-Orientation – stop selling and start trying to help