

Sales Statement Series #11

What is trust – really?

Trust is central to building client relationships yet 25% of buyers surveyed reported they have experienced **no personal chemistry with sellers**. 86% of the same buyers would much more likely consider purchasing from the seller if some kind of chemistry was established.

Trust is developed when **integrity and competence are demonstrated** with every interaction. The client has a firm belief in the salesperson's reliability, their predictable behaviour and honesty.

Trust is a currency, its real and it can be measured in terms of reduced selling cycle time and profit margin. When trust is lost it can be regained though difficult and time consuming.

When trust has been established it **can be the differentiator** between yourself and your competitors. Trust can result in:

- The client tells you openly what you need to do to win the business
- Inform you in advance of an up and coming sales opportunity
- Confidential information is shared so you fully understand their situation
- A more collaborative relationship
- Updates on competitor activity
- Less information needed to make a decision
- Greater understanding if a mistake is made
- When criticized by others when you are not there they will standing up for you
- They only want to deal with you.

If you have any questions on sales, sales strategy or sales management then please contact me directly on +61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.