

Sales Statement Series #12

How to earn trust?

The following attributes are at the core of earning client trust:

- Competent – You are seen as being very competent in your field and have a solid understanding of the client’s business as a whole
- Creditable – The client believes and trusts what you are saying is the truth. You have integrity. **You don’t replace your conclusion for the client’s.** You have done your homework and help them think through the decision from their perspective
- Reliable – You are consistent in your actions. What you say you will do, you do and always have their interest at heart
- Personal – The emotional connection is one of **great personal trust and empathy.** You show your real self and don’t take on another persona, you make the client feel comfortable and you are able to diffuse tension with humour
- Self-less – The focus is on the client’s needs and not your agenda. You do what is right for the client even if it means not getting the sale
- Independent thinker – You have the strength of character to express your opinion even if you expect the client to disagree. You ask questions that allow the client to reflect and reconsider an impending decision.

Client loyalty **through earning trust** may seem easy to achieve but in sales 56% of buyers are in the persuadable range which means there are many opportunities to develop client loyalty. Loyalty is the result of consistent positive emotional experiences, satisfaction and the value of an experience with you. This creates an emotional bond between yourself and your client.

Loyalty has a direct bearing on retaining clients and the repeat business tends to be at a higher profit margin.

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.

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