

The Six Traits of Trust

It goes without saying but I will, long-term client relationships cannot be sustained without trust.

However, with twenty five percent of clients surveyed reported they experienced '*no personal chemistry with sellers*' and eighty six percent would more than likely purchase from a seller '*if chemistry was established*'. This means there is an abundance of sales opportunities for salespeople who have the ability to develop client trust.

Trust has been defined as a '*firm belief in the reliability, truth, or ability of someone or something*'.

Trust is an intangible and influential currency. It can have a direct impact on sales by reducing the selling/buying cycle time and increasing profit margins. Trust takes time and patience to develop and quickly lost when a trait is no longer present. Regaining trust can be difficult and in some cases never recaptured.

When you have earned trust, you become the differentiator and could experience:

- The client provides you information to ensure your proposal has the edge
- An impending sales opportunity communicated well in advance
- Given confidential information
- A more collaborative relationship
- Updates on competitor activity that would not be available from other sources
- Less details needed for a decision to be made
- Empathy when a mistake is made
- The client is in your corner if you are criticized by others
- The client is your internal advocate
- Referrals given without being asked
- The client only wants to deal with you.

So how is trust earned?

There are 6 traits at the core of client trust:

- **Competent** – You have the knowledge, skills and attributes to stand out in your industry. You have a solid understanding of your clients' business and know each client personally from well to intimate
- **Creditable** – You speak the truth, are believed and trusted. You have integrity. You don't exchange your recommendation/s for what you perceive the client wants to hear. You help them think through the decision from their perspective
- **Reliable** – Your actions are consistent. They can almost predict your behavior. What you say you will do you do, and you always have their interest at heart

- **Personal** – You don't take on another persona, you show your real-self. The client feels comfortable in your presence. You can diffuse tension with humor
- **Self-less** – The focus is on achieving client outcomes and not your agenda. You do what is right for the client even if it means a no 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 let the client reflect and consider or reconsider an impending decision.

Fifty six percent of clients are persuadable which means they are not loyal to one supplier so there are many opportunities to develop client trust and loyalty. Loyalty creates an emotional bond between yourself and your client that builds an invisible brick wall your competitor can't climb.

If you would like to talk about any area of sales that maybe preventing you from greater success, contact me direct on + 61 412 252 236 or 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 increase sales 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.