

*The*  
**Professional Sales Excellence**  
*Series*

**Participant Study Guide**

***"How To Gain Trust"***

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## **Module Outline**

Section One: How People Decide To Buy

Section Two: How To Gain Trust With Anyone At Anytime

Section Three: How to Check The Amount Of Trust You Have

## **Benefits to Participant**

You will:

- *Learn how people base buying decisions.*
- *Learn why trust is so important.*
- *Learn how to get trust on the telephone within the first 15 seconds.*
- *Learn how to get trust face-to-face in 3 minutes.*
- *Be able to determine when to stop talking.*
- *Know when trust is highest.*

## **Instructions for Completion**

- 1) Follow along in your manual.
- 2) Make notes in the margin.
- 3) Highlight or underline key areas.
- 4) Share with others your thoughts and ideas.

## **Section One:**

### **How People Decide To Buy**

**According to research studies, depending on your industry, trust is worth 17% of the price of your product or service.** This means that without trust, customers will leave you for a 5% lower price, and stay with you even when a competitor offers a price reduction of 16%. Even if a competitor offers a discount to your customer of 20%, with trust, your customer will call and beg you to match it. Without trust, they will give their business to the person with the lowest price.

**Your prospects and customers buy trust first; products and services second.** Your product or service must be competitive to win. But if you compete solely on products or price, you will lose. There is always someone willing to beat your price and go bankrupt in the process. Trust is your most important sales skill. Do you know how to get it?

### **EXERCISE 1**

How important do you think trust is?

What techniques are you currently using to gain it?

## **Notes**

Try to think of a time when you paid a higher price just because you had a high level of trust.

Try to think of a time when you didn't buy because trust was too low, regardless of how inexpensive the product was.

## **Notes**

## **Section Two:**

### **How To Gain Trust With Anyone At Anytime**

People buy from those who are similar. They avoid those who are dissimilar. We trust those with whom we share something in common. We tend to distrust those who we can't identify with. Rapport is the first stage of trust. People tend to give rapport quicker to those who disclose personal things to them. They avoid giving rapport to those who are cautious and guarded in their conversations.

People mirror those they trust. They avoid mirroring people they distrust. Because people who trust tend to mirror each other trust comes faster, if you mirror.

If you want to do business or gain an appointment on the telephone, you must:

- 1) Gain trust in the first 15 seconds.
- 2) Mirror the vocal characteristics of your listener. If they speak slowly, you must slow down. If they speed up, you need to also. People in the Northeast tend to have trouble selling to those who live in the South. Those who live in the country have trouble buying from those who conduct business in metro-politan areas.

Mirroring can also be done face-to-face. When you are with people you trust you tend to sit

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like they do. You tend to lean like they lean. If you mirror them as you talk you will gain trust within a few minutes. But don't mirror too quickly. Research has shown that people in trust tend to mirror each other within 30 seconds of moving to a new posture. This means you shouldn't move as soon as they move, but wait 20-30 seconds after you see them move. If you do it sooner than this, they will think you are phony, manipulative, and plastic. You will lose trust. If you don't trust, then the sale will take longer.

To gain trust face-to-face you must:

- 1) Physically mirror your customer. When they cross their arms, you should cross yours. If they cross their legs, you should do the same.
- 2) Wait 20-30 seconds and then mirror.

### EXERCISE 2

Try to sell a pencil to someone in your group, but mirror them as you sell. Wait 20-30 seconds before you match them. See how smoothly you can make this work. Try to practice this until you can do it without getting distracted from what you are listening to or saying. Mirror the obvious things like legs crossed or straight, leaning forward or back or sideways. Mirror arms on the table or crossed.

**Self-Practice:**

After the training program, try to mirror at least 5 friends or strangers each day for a week.

After a week, you will do this so comfortably and elegantly that it will be a part of how you sell.

**Notes**

## Section Three:

### **How To Check The Amount Of Trust You Have**

You've learned that your customers mirror those they trust. *You can gain trust faster if you mirror them first.* But what if you are with someone who is difficult or disinterested? You could show enthusiasm and excitement like salespeople were taught in the 1960's. Though, if you do that, you would mismatch your customer's mood and attitude. The answer is first to mirror, and then to lead. Once rapport is established your customers will do almost anything to maintain it. Once you mirror and gain rapport, you can then lead your customer to another attitude and demeanor by physically or verbally leading them to your line of thought.

Once you have rapport, change your posture or position. Then watch what your customer does. If they move to match you, at that moment, you will have more rapport and trust than at any other time in the relationship. This is the time to close, or at least to gain commitment. To reject you, they would have to reject themselves. People don't readily do that. They just buy.

**A Note About Manipulation:** It is important not to manipulate your customer. If you aren't clearly there for their benefit, they will see through any techniques you use and reject you. But if you care more about their

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well-being than about the amount of money you will make, you will gain a customer for life. If you manipulate you may gain short-term sales, but long-term income losses. If you manipulate your business will not survive.

### EXERCISE 3

Try to sell a pencil again, or any other product or service, including the one you are paid to sell. Get a partner, and mirror them as you sell. Wait until you sense you are in rapport, then move to a new position or posture and watch their response. If they move to follow you within 1 minute, you have done a trust check. You have more rapport and trust now than at any other time. If you are ready to ask for the sale, do. If you are ready to gain commitment ask. They will probably say yes. If they don't buy, continue to mirror them and probe for their needs. If they buy from anyone it will be you.

#### Self-Practice:

Try mirroring several people a day for the next week. Once you have mirrored them, try to lead or pace them by moving to a new position. Notice any mood or conversation changes. If you do this with a friend, tell them afterward what you did and ask if they noticed. Most will not. Also ask if they felt any mood or attitude changes when you lead them to a new position.

## Notes