

Trust

Trust is perhaps the most important factor in sales success. It has been said that trust alone won't win you an account, but the lack of trust will lose it.

Determining the trust level a buyer has for a seller is often more subjective than objective, but there are metrics you can use that will make your assessments more accurate than guessing or wishful thinking. There are antecedents and impressions that sellers can target that contribute to trust -- and consciously including them as objectives during sales interactions will grow trust and provide a much more accurate assessment of the trust-level than a "feels good" guess. For the trust metric as found on NestForms, use the following --

Trust Level

- 1) Buyer perceives seller as credible and subject matter expert
- 2) #1 + buyer perceives seller as customer-oriented
- 3) #1 + #2 + buyer perceives sales interactions as well-organized, informative and a good use of time
- 4) #1 + #2 + #3 + buyer perceives salesperson as dependable, honest, and someone who follows through on commitments
- 5) #1 + #2 + #3 + #4 + buyer perceives seller as someone who has influence within the industry to lobby effectively for the buyer

