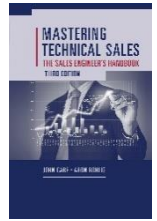


THE TRUSTED SALES ENGINEER  
WORKSHEET – “T” Scores



<b>Trust Factor</b>	
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Score	Your Actions	Customer Actions
1		
2		
3		
4		
5		

Score	Credibility	Reliability	Intimacy	Self-Orientation	Positivity
<b>1</b>	Bad	Bad	Bad	Good	0.5
<b>2</b>					0.75
<b>3</b>					1
<b>4</b>					1.2
<b>5</b>	Good	Good	Good	Bad	1.33