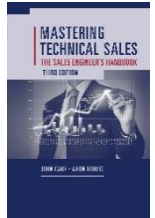


THE TRUSTED SALES ENGINEER

Behaviours For Gaining Trust

$$T = \left[\frac{C+R+I}{S} \right] P$$



Listen	Practice Active Listening
Empathize	Understanding Why a customer is telling you something. What is their Inner Voice?
Feeling	If in doubt, ask about the emotion.
Agenda	Share The Agenda. "What I hope to cover today is .. how does that sound to you?"
Framing	Frame the problem, and have an opinion on it.
Risk	Are you at risk?
Expand	Professionally and Personally. Outside of your subject area and outside of your network.
Challenge	There are too many "yes" people inside the organization.
Toys	Share Your Toys. Give away some of your expertise, or share others with a commentary.
Speed	The Speed of Trust \approx Your Response Time
DAYS	Do As You Say