Every time you meet a new client or want to work with a client they subconsciously think two things; here is the first one…

They look at you and ask themselves quietly under their breath:

“Can I trust this person?

Can I actually trust this person with my money, with my time, with anything?”

Do you do that? Do you ask yourself that question when you meet somebody new? I bet you do.

What’s the next question?

“Can I work with this person?”

The second thing they ask themselves is “Can I work with this person? Can I actually be bothered to work with this person?

The other salesperson I deal with, she is okay. Do I want to change what I already have?

What am I going to lose, or have to give up by working with this guy?”

How can I build trust then?

So on the other side of it, if you do meet a client, how do you build trust? Well, the important thing, I believe, is keep your agreements.

I think it’s #1.

Keep Agreements.

If you say you’re going to go see them at 10 o’clock on a Monday, you’re there at 10 o’clock.

If you say that you’re going to send them some documentation in a timely manner, you follow

that up.

Solve their problem

If you say that you're going to be able to solve this problem for them, then make sure you have material that demonstrates that.

And, slowly, and it does sometimes take time, trust will be built.

Don't over promise and under deliver.

But as soon as you overpromise, then under-deliver, the trust goes down.

Have a great week, and I'll talk to you again soon.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of

salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!