



# How Important is Trust?

By Patrick Boucousis



**Gaining trust is easy. Simply tell the truth, do what you'll say you'll do and be open and transparent. You likely do that anyway. The tricky part is to not lose trust. That's even easier to do and you likely don't even know it's happening!**

Sounds like a no-brainer right? Of course, trust is important. How important is it though to say, an auto-repair or tyre business?

You're probably thinking, 'I'm trustworthy. I do the right thing. I don't rip people off. What more is there to know?'

Well, a lot actually.

Customers come to you because they trust you. Think about it. They trust you'll perform the services you committed to and that they'll be performed to an appropriate standard e.g. as per the logbook.

They don't *know* you'll do that. They *trust* you'll do it.

Or more accurately, they trust your team member Mary, who took their call, will get it done.

And why would they trust Mary when they don't know her? Well, turns out that's just what we humans do. Trusting is our default state. We evolved that way. If our ancestors hadn't trusted, they would never have formed communities or created societies. We wouldn't have evolved.

Think about how much you take for granted, products, water, electricity, traffic lights etc. We trust those things will work. We don't go around not trusting. We simply couldn't function if we did.

**Except...**

There are some things we default to not trusting. Like Sellers. Why is that? Well, let's look at what trust is. The Trust Equation is a good model:

$$\text{Trustworthiness} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-Interest}}$$

You can see that gaining trust is easy. Simply tell the truth, do what you'll say you'll do and be open and transparent. You likely do that anyway. It's not like you need go out of your way to be trustworthy. You can see why it's the default.

**But..**

Losing trust is even easier. And it happens fast. Self-Interest does it. If someone is selfish and puts their interests ahead of yours, you're not inclined to trust them. Are you? And the more they do it, the faster your trust tanks.

What else is self-interest? Well, talking about your company, your product or service. That's why Sellers generally aren't trusted. Turns out that's down to evolution too.

We're great pattern-matchers. It's a survival instinct. When we experience something for the first time our Lizard Brain immediately tries to match it with a previous experience, so we know whether to fight, flight or freeze.

And for those of us who have had unfortunate Seller experiences, the pattern in our brain is 'Seller Alert. Person not to be trusted'.

Growing trust is much like a game of Snakes and Ladders. Remember that? The steps of the ladder are Credibility, Reliability and Intimacy that grow trust. Self-interest is the snakes. Land on one and you go downhill fast!



And so, getting back to Mary now. She is somewhat trusted when she answers the call. What is critical then is that she doesn't now lose that by landing on a snake. For example., by boasting about how good you are or up-selling the caller. That would be self-interest.

And it will likely trigger the caller's 'Seller Alert'!

So then, how do you talk about the strengths of your service without landing on a snake? That's for next time.

Patrick honed his sales methods in various sales and senior leadership roles. in multiple industries.

He has built several sales teams, all of which outperformed their industry peers. So much so that he was approached by numerous companies to coach their sales teams, which eventually led to him codifying his methods into a formal training program.

Patrick's methods, which have seen him and the people he's trained win sales from \$600 to \$60M are based on personal integrity, transparent and ethical behaviour.

His "live" program has now been enhanced for online delivery as The Sales Natural, an innovative program that enables sales people, from novice to experienced, to learn how to achieve exceptional sales results simply by behaving authentically as their natural selves.



For more info visit [www.thesalesnatural.com](http://www.thesalesnatural.com) or (07) 3353 6078.