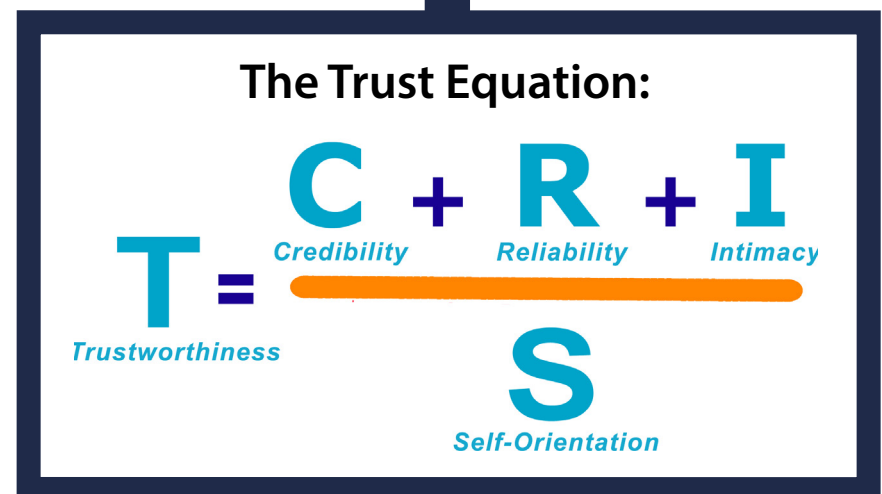


6 Essential Facts About Trust & Professional Relationships

Trust is one of the most critical factors in sales and business development, especially for complex products and services. In 15 years, 75,000+ professionals across many industries have taken our Trust Quotient Assessment. From this robust data set we've uncovered the following important facts that can help you build stronger business relationships with clients and colleagues.

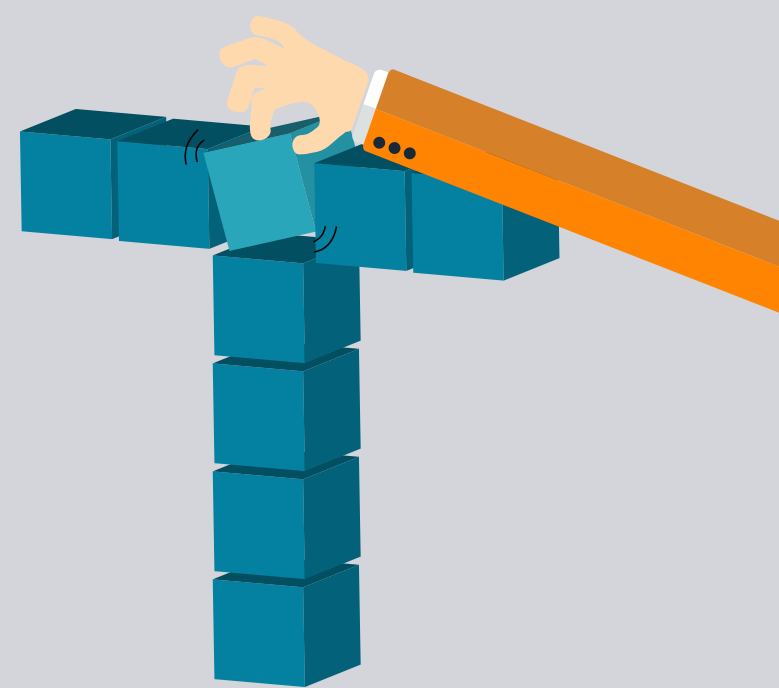


1.

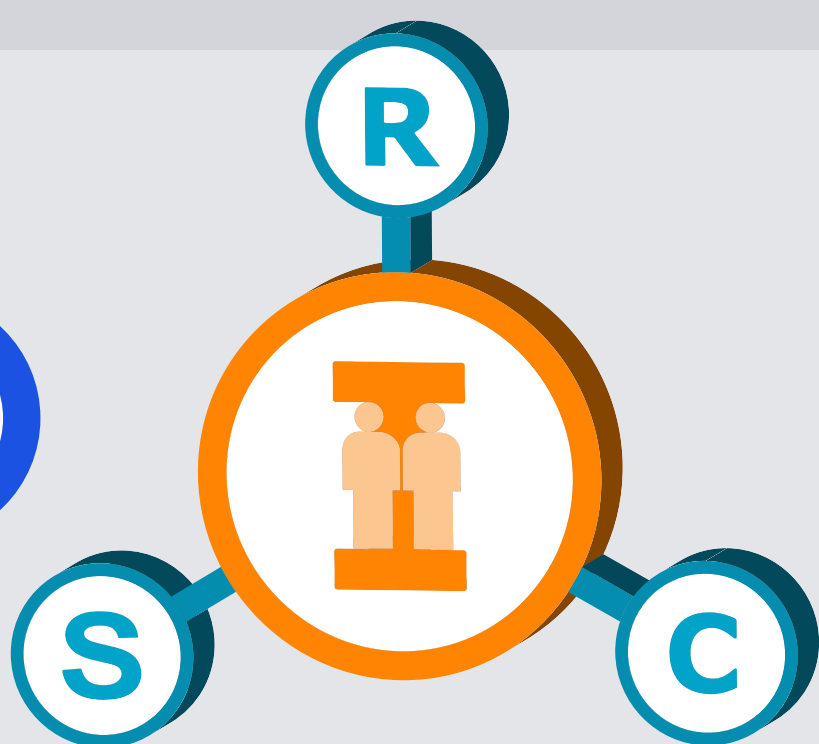
Trust Can Be Built Quickly

It depends on the type of trust... we quickly put out and pick up on cues to trust people in new situations.

"Trust Takes Time" is simply untrue.



2.



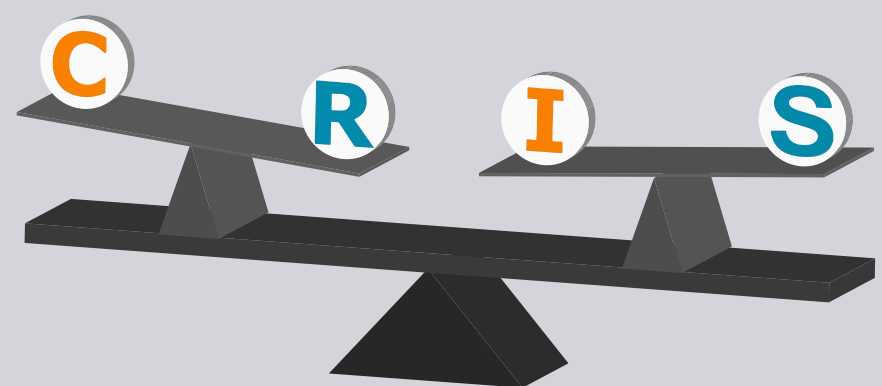
Intimacy is the Most Influential Factor in Building Trust

Intimacy is the attribute that makes others feel safe and secure when entrusting us with something. Our research shows this is the most powerful component of the Trust Equation.

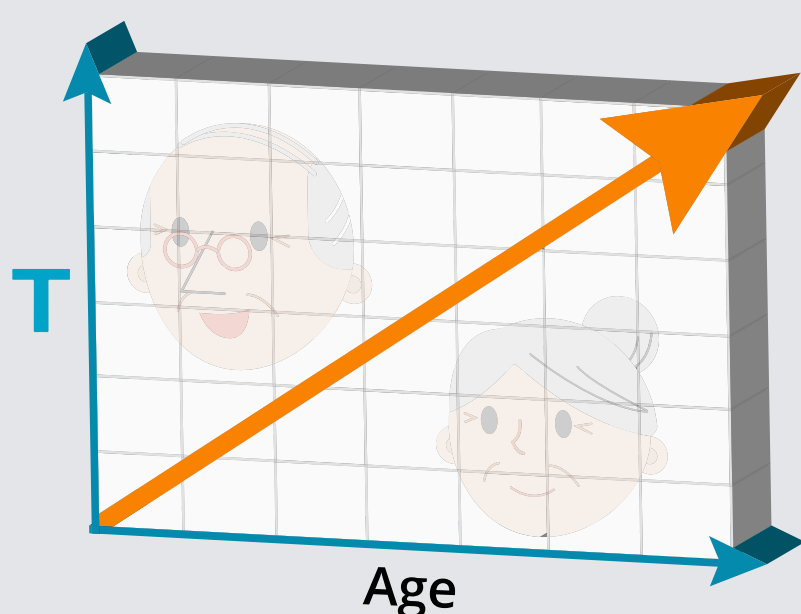
3.

Balance Across Personal Traits Is Critical

People whose strength evenly covers all four areas of The Trust Equation are seen as more trustworthy; those who are significantly imbalanced in one area are not. Fixing your weakness is more powerful than doubling-down on your strength.



4.



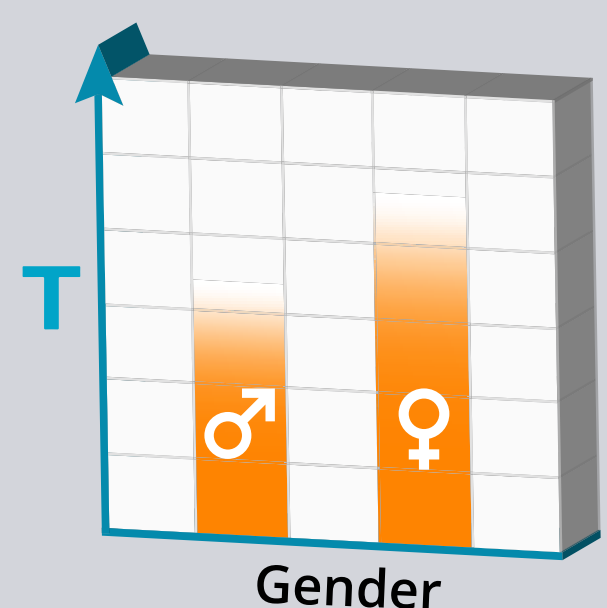
Trust Improves With Age

At every ten year increment measured, self-assessed trustworthiness goes up. Time is on your side!

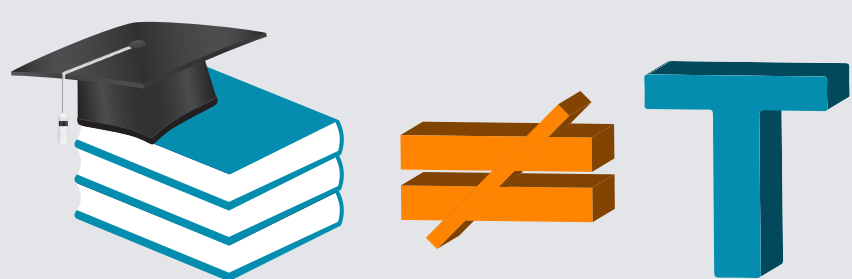
5.

Trustworthiness is NOT Gender-Neutral

Women, on average, show significantly higher trustworthiness scores than men. Most of this is due to women's higher scores on the Intimacy factor.



6.



Expertise Does NOT Equal Trust

For most professionals, more investment in knowledge and credentials is not the smartest way to increase trustworthiness or improve business development. Focus instead on soft skills like intimacy and low self-orientation.