



FREE WEBINAR

Five Simple Steps to Create Trust in Conversation

Hosted by: Noelle Mykolenko, COO of Trusted Advisor Associates

SEPTEMBER 22 | 11AM EDT

TrustedAdvisor [ASSOCIATES LLC] THE GET REAL PROJECT

Thank you for your interest in our September 22nd webinar, *Five Simple Steps to Create Trust in Conversation*.

To review the webinar at any time, you can view the recording [here](#). You can also view past recordings and see the upcoming schedule on the same page.

Here are some resources to complement the webinar content:

- Review the Trust Creation Process and learn about our other core models in [Trust in Business: The Core Concepts](#);
- See how it all fits together in this blogpost: [The Single Biggest Thing an Advisor Can Do](#);
- Delve deeper into the first three steps in the Creation Process:
 - Engage: [Best Practice for Opening a Sales Call Bring a Risky Gift](#) and [Answer the Question](#);
 - Listen: [The Point of Listening is Not What You Hear, But the Listening Itself](#) and a reminder to focus on the facts *and* the emotions in [Are You Selling to Vulcans?](#);
 - Frame (From our partner Andrea Howe at [The Get Real Project](#)): [Are You Sure You're Addressing the Real Issue?](#).
- See how trustworthy you are by taking our free [Trust Quotient quiz](#);

- For those of you who stayed on after the call for more Q&A, we talked about [Name It and Claim It](#), a skill to help raise a difficult topic or say a difficult truth;
- And this podcast addresses the question that came up about [How to Manage an Untrustworthy Client](#);
- Learn about our books: *Trust-Based Selling*, where the Trust Creation Process was first introduced, plus *The Trusted Advisor* and *The Trusted Advisor Fieldbook* (co-authored with our partner, Andrea Howe);
- Visit Trusted Advisor Associates' partner website (The Get Real Project) to view [Weekly Tips](#) on today's content (and much more).

Feel free to share the [recording](#) and [presentation slides](#) with colleagues.

For those who were able to join, we hope you enjoyed the experience. We hope to “see” you at the next one on November 17th. We will share the webinar topic shortly.

Don't hesitate to email or call us directly for any reason.



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