

FREE WEBINAR:

GROW YOUR BUSINESS: TRUSTED EXPERT TO TRUSTED ADVISOR

Noelle Mykolenko • May 9 | 11AM EDT

TrustedAdvisor
| ASSOCIATES LLC |



Thank you for your interest in our May 9, 2023 webinar, *“Grow Your Business: Trusted Expert to Trusted Advisor.”* For those who were able to join, I hope you enjoyed the experience.

In case you missed the webinar, or if you want to review the content, here is a link to the [recording](#) and the [presentation slides](#). The upcoming schedule of free webinars and recordings of past webinars can be found [here](#).

I really enjoyed our discussion about why being a Trusted Expert is comfortable, and the challenges of moving to Trusted Advisor. Especially Paula’s comment about operating in levels 1 and 2: **“A dilemma can be that if they hire you to implement THEIR solution...and if you know that it will not create the result they are looking for...you could “deliver” but not solve the problem.”**

Thank you for your feedback and for sharing your **key takeaways** from the webinar. Here are a few that really stood out for me:

- From Stephen: “Focus on self-interest – genuinely care about questions that help others.”
- From Tiziana: “Curiosity and listening are key ingredients to building trust.”
- From Deb: “Developing trust is not a one-time event.”

Here are some **additional resources** to compliment the recording:

- This classic blog post: [The Curious Case of Curiosity in Selling](#);
- For those of you who feel your clients might not want to engage at Levels 3 and 4, try this [Facing a Skeptical Audience? Try This Unexpected Move](#);

- Empathy, a critical element of Intimacy, can help you move toward being a Trusted Advisor, read more about how to empathize in [Selling from Inside Your Client's Shoes](#);
- Taking risks is one way to break the plateau to become a Valuable Resource: [Bring a Risky Gift](#);
- Managing your self-orientation is the other way to break the plateau: [The S-Trap: Is Self-Orientation Destroying Your Trustworthiness?](#); and
- And if you try to move up and feel it hasn't gone how you expected, check out our past webinar [Five Keys to Recover Lost Trust](#).

Feel free to share these resources with your colleagues and friends!

I look forward to seeing you on our next TrustMatters webinar in July. Registration will be available soon.

Best wishes,

A handwritten signature in black ink, appearing to read 'Noelle Mykolenko', with a stylized, cursive script.

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