



Trusted Advisor Associates LLC –Trust-based Selling

Trust-based Selling – Onsite Workshop

A 1-day workshop to help professionals move from vendor to trusted advisor.

Who Should Attend

Salespeople and sales managers, inside sales, business owners, entrepreneurs, technical salespeople, complex business sales support functions, client-facing revenue-relevant jobs.

Benefits of the Workshop

You'll see higher closing rates, less price resistance, and more inclination to hear you out. Client retention rates will rise, and cost of selling will decline with the increase in sales efficiency and effectiveness. You'll find fewer beauty contests and competitive bids, and willingness to seek you out early rather than late.

Topics Covered in the Workshop

What is trust-based selling?	The Four Trust Principles: Leading with them
Why trust is so powerful for selling	Five-step Trust Creation Process
The Trust Equation (Credibility + Reliability+ Intimacy) Self-Orientation	The Five Toughest Sales Questions: Why buy from you? Why buy now? What makes you different? Why so expensive? Why should we change?
Personalized Trust Quotient Self-assessment, with analysis and action steps	Three-level listening
Sustaining engagement in conversations	Understanding “objections” with trust
Turning confrontations into dialogue	How to improve your influence
When to walk away, when not to	Talking price
Role-playing your own toughest customer	Top Ten list of trust actions

Typical Outline of a 1-day Trust-based Selling Workshop

Start	Modules
AM	Being Trusted and Having Influence
8:30	Share objectives: Explore benefits of trust
9:00	Trust Concepts: Trusting, Trustworthiness, and Trust
9:30	The Trust Equation, Trust Quotient: Your Trust Temperament
10:15	<i>Break</i>
10:45	Trust Creation Process
11:00	Sustaining Engagement: the Airplane Seat exercise
11:30	The Travel Agent: sales role-play exercise
12:00	<i>Lunch</i>
1:00	Getting Your Advice Taken: the Nature of Influence
1:30	Cross-Selling (with Merino snack foods video)
2:15	3-Level Listening Exercise with real clients
3:00	<i>Break</i>
3:15	Socially Acceptable Risk-taking: Name It and Claim It
4:00	Principles-based Selling: Answering the Five Toughest Sales Questions
4:45	Take-aways, Top Ten List
5:30	End

Take-Away Responses from Past Attendees

People buy heavily through the non-rational parts of their mind	Price and features competition is just the absence of relationship selling
Trust begins when you say hello	Expertise is necessary, but not sufficient
Better to say you don't know when you don't	Just because they said "tell us about yourselves" doesn't mean they want you to
Intimacy and low self-orientation key drivers	Mention money earlier, not later
You cannot make a horse drink, or a buyer buy	Buyers buy the seller not the product
People buy what they <i>need</i> from those who <i>understand</i> what it is that they <i>want</i>	Selling by doing is more powerful than selling by telling
Focus on this client's issue, not the last one's	<i>Somebody</i> must take the first risk; me
We almost never listen enough	Listening isn't about the data, it's about respect
Always bring it back to the listening step	Do not accelerate to the solution too soon

Diagnosics

The Trust Quotient Self-assessment is recommended for participants in the Trust-based Selling workshop. It takes 5 minutes to fill out online, and detailed results are available instantly. Individual results are strictly private, but the data are used to create a group profile, which can be compared with the large database of over 25,000 past assessment users.

Sustainment

Even the very best workshops suffer from a rapid learning fall-off post session, when people get back to their normal work environments. Two powerful ways to protect your training investment are Trust-in-Time Coaching, and the Trust Equation Video series.

Trust-in-time coaching. Participants reach out to coaches only when *they* have a particular issue with their situation, e.g. a critical sales opportunity that just materialized for next week. Trusted Advisor Associates coaches respond quickly, usually within hours; discussions last only as long as necessary to address the issue at hand and the most trust-appropriate ways of dealing with it. The result is rifle-shot, efficient, effective coaching delivered only when and where it's needed, by trust experts.

Trust Equation Video series. A 15-module series of 3-4 minute video clips, distributed one per week to all participants, means participants get a weekly reminder of key concepts from the program. Clips are short, content-rich, and professionally produced to maximize attention from users.