

Trust Services Suite

BUILD TRUST—GET RESULTS

WE BELIEVE TRUST CAN BE LEARNED

Trust in business improves the bottom line. And we believe that trust can be learned. Both individuals and business organizations can become more trustworthy and more trusting. We work with clients to increase trust, using a suite of four services.

TrustedAdvisor
ASSOCIATES



Trust Diagnostics™

Trust is essential in achieving superior results in business.

Our **Trust Quotient Quiz** assesses individual trustworthiness: profiles, gaps, and opportunities. We offer the quiz as a self-analysis or as a 360-degree assessment. You get a Trust Temperament score and concrete suggestions for improvement.



Trust Workshops

Trust is learned by doing. We offer two core

workshop programs: Being a Trusted Advisor and Trust-Based Selling®. Both are grounded in the Trust Equation, and both offer your people practice in building their trustworthiness in real-life situations.



Trust Roadmap™

Trust is a core ingredient of a company's success.

The Trust Roadmap is our diagnostic overview of your organization's current trust capabilities. We use survey data and face-to-face management meetings to prioritize improvement opportunities that will generate immediate results.



Trust Coaching

Business and sales professionals face daunting

challenges to produce results. We recognize that individuals develop and integrate trust-building skills in their own ways. Our experienced coaches customize programs, for individual executives or small groups, that directly address the challenges your people confront every day.

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TRUST DIAGNOSTICS™

Trust happens when one who trusts and one who is trustworthy come together. Trust can be learned -- if you know where to start.

» TRUST QUOTIENT QUIZ

Your organization's people get the chance to evaluate their own trustworthiness by taking our online self-assessment, the Trust Quotient Quiz. The quiz rates four personal attributes: credibility, reliability, intimacy, and other-orientation. We use quiz results to show participants their individual Trust Temperament™ profiles and help them develop personal action plans.

» THE TRUST 360

In its 360-degree format, the Trust Quotient Quiz assesses how others—including colleagues and clients—view each participant. People in your organization discover how others see them compared with how they view themselves.

This set of diagnostics—all built on the powerful [Trust Equation](#)—provides a sound basis for participants to understand trust's value and how it can improve their business relationships and increase your bottom line.

[Click here to take the quiz yourself and see abbreviated results](#)

We know how to teach trust. With a thorough understanding of how trust is created, your people will be in an excellent position to build business by building trust.

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TRUST ROADMAP™

The Trust Roadmap™ assesses how trustworthy your business, your department, or your organization is. With this information, we can roll up our sleeves and work together with you to design a program that will produce tangible business results.

We begin by customizing our online survey for your organization and gathering input from internal and external sources—employees, clients, suppliers, and others. The online survey is built on the Trust Principles.

THE 4 TRUST PRINCIPLES:

- » *Transparency*
- » *Client-or customer-focus*
- » *Collaboration*
- » *Medium to long term perspective; relationships not transactions*

The Trust Roadmap™ recommendations form a structured and practical tool for building greater trustworthiness in your organization. From the survey results, we first develop a Heat Map which identifies your organization's trust strengths and areas for improvement. We use these results to stimulate a structured dialogue about where you can capitalize on your strengths and address areas for improvement. You will end the process with a specific plan for building a trustworthy organization.

Building greater trustworthiness in a sensible, structured, and practical manner will increase your chances for success in the marketplace.

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TRUST WORKSHOPS

LEARN BY DOING

Learning trust is not like learning project management or accounting. Trust requires applying new skills and learning new mindsets.

TWO CORE PROGRAMS

- » *Being a Trusted Advisor.* Designed for services professionals, internal consultants, and people in customer-facing roles of all sorts. Participants will learn how to improve their scores on the four factors of trustworthiness (credibility, reliability, intimacy, and self-orientation), how to create trust through conversations, how to apply the four trust principles in business transactions, and how to convert difficult business situations into trust-building opportunities. Includes plenty of hands-on practice.
- » *Trust-based Selling.* Designed for those selling intangibles or making other complex sales. Done right, the sales process should create trust, not deplete it. This program teaches selling by doing, not selling by telling, as well as when and how to mention price, trust's role in selling, handling the five toughest sales questions, and "Don't always be closing."

Trustworthiness =

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We offer each program in classroom format or in an Onsite-Offsite™ format, which provides the benefits of face-to-face interaction without the time and cost of travel. We also offer an accelerated program that combines workshop learning with one-on-one coaching.

Both programs deepen client relationships, build business, and improve the efficiency and effectiveness of your teams.

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Our coaching model is unique and powerful in its ability to deliver expertise exactly when and where you need it.

TRUST COACHING GREATER TRUSTWORTHINESS

Integrating and applying trust skills takes more than reading about them. Coaching is the bridge between concept and execution that helps people make these skills their own.

Coaching helps leaders, sales, and other business professionals learn and then apply the principles of trust-building to their specific challenges. Our goal is to help your people — and your organization — reap the full benefits of trust-based business relationships.

WHAT SETS APART OUR APPROACH TO COACHING

- » **Expertise.** Our coaches have strong coaching skills and extensive business experience, and they live by trust-building principles.
- » **Point of view.** Trustworthy people and organizations can be built. Because we understand business strategy and tactics, we are prepared to offer a strong point of view.
- » **Willingness to challenge.** We challenge people to apply trust principles to their own toughest business situations.

Trust Coaching programs. We collaborate with you to customize programs (including topic focus, frequency of sessions, length of engagement) for individuals or teams in ways that work best for your organization.

We offer coaching as a natural follow-on to workshops and diagnostics, on-demand for critical real-life challenges, combined with small group learning, or as a monthly engagement. To develop in-house mentoring expertise, we also offer coach-the-coach programs. With Trust Coaching, your people will be in a position to increase sales, enhance relationships with clients, address difficult situations with more confidence, and improve the bottom line.