

# The Big Three In Selling



Developing **rapport, trust and confidence** are all critical if you want to make a sale. You cannot influence a client without first creating rapport. With rapport you have mutual attention, a connection, a feeling of commonality that you are in this together. You need to be in sync with your client and you can't do that unless you try and look at the situation through their eyes. As the late, great Stephen Covey once said: **“Seek first to understand, then to be understood.”**

All of us, at one point in our lives, have been taken advantage of; bought something because some slick, shrewd, savvy salesperson talked us into it. So, that being said, we all have our guard up the next time someone tries to sell us anything. Our trust was destroyed, and we are now leery of anyone trying to sell us anything. It doesn't matter if we need it, can afford it, or want it, we still second guess ourselves because of what has happened in the past.

When you see things through your potential client's eyes, you will understand and appreciate why this decision is so tough for them. They are thinking, do I...

- Trust that the decision I am making is the right one.
- Trust that the product or service is the right one.
- Trust that the product or service will be of sufficient quality.
- Trust that the company is legitimate and ethical.
- Trust that the delivery will be on time.

- Trust that there are real people who will respond to my inquiries.
  - Trust that those people will be reachable quickly by multiple ways.
  - Trust that the business will continue to exist after the purchase for service.
  - Trust that I am working with people who are nice, fair, and professional.
  - Trust they will do what they said they would do
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Think for a moment about the definition of TRUST: firm belief in the reliability, truth, ability, or strength of someone or something, with the synonyms of confidence, belief, faith, certainty, and assurance.

WOW! Those are all powerful words. No wonder selling can be difficult for so many people. It is no simple task to create TRUST. Maybe give this some thought. How about, before making your presentation, you say this to your potential client: **“I know we have just met, so I thought you might like to know what you can expect from me. I call it my Client Pledge.”** Then hand them your **Client Pledge** and let them read...

- I will ALWAYS be truthful
  - I will ALWAYS be prepared
  - I will ALWAYS follow through
  - I will ALWAYS keep my promises
  - I will ALWAYS admit my mistakes
  - I will ALWAYS give my best effort
  - I will ALWAYS look for alternatives
  - I will ALWAYS be the one you can count on
  - I will ALWAYS listen and learn before I react
  - I will ALWAYS accept responsibility for my actions
  - I will ALWAYS keep trying until I find the right solution
  - I will ALWAYS lookout for what is best for you
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And, if you aren't a brand-new salesperson, hand them some testimonials from clients and say, **“Here are some testimonials that will confirm that I live up to my pledge.”** Some salespeople might think this is hokey, others might love the idea. All I am trying to do is to get you to understand the importance of creating RAPPORT, TRUST and CONFIDENCE when you meet with them; **without them, there will be NO SALE.**

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