

8 Ways to Build Trust in Business

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#1 Know the Prize

- Take business relationships personal (it's not your company's relationship, it's yours).
- Your objective is to establish a lasting business friendship. (In that order)
- Your #1 goal is to understand your business friends, 2 issues;
 - Their fears and concerns
 - Their dreams and aspirations
- The bigger the issues the better (They need not be strictly about business.)
- And then execute a process to address them

#2 Build Rapport

- Let them tell you their "life story". Ask them "how they started in business?"
- Constantly improve your communication skills; use every word wisely and precisely. (but first, shut up)
- How to be a good listener? (don't interrupt)
- Always make sure you understand what the other person said
- Use the *mirror back technique*; "Let me make sure that I've understood what you just said. It sounded to me that you want to..."

#3 Find Areas of Agreement

- Let them know in a subtle way that you are an "inside baseball" player service provider: ***I don't know you, but I do know about you.***
- "My other clients have told me that they are concerned with X or that their greatest opportunity is Y" Does that sound like you?

#4 Be a Shinning Star

Be uniquely positive and express your pleasure about doing business this has to be 100% genuine.

If someone asks you "how's business...?"

Consider the different responses (below):

- "Business is OK" or
- "Business is terrific; I have never been more enthusiastic about helping people"

The 2nd response is the perfect "set up" for your prospects to ask you the "Ultimate Business Question"

OBO: "What are you so enthusiastic (happy) about?" I am enthusiastic about helping people this way.... (State a relevant example)

#5 Take Ownership of Their Pain or Dreams...

Take responsibility - express your sincerity and vision in meeting their concerns & aspirations.

"I am confident **together we can** solve some of these important issues that concern you..."

State that you want to get back in touch with them about providing them with the best alternatives and choices that can help fix matters.

#6 Be THE LEADER: State How to Proceed

Articulate a simple and solid plan to proceed. "The next step is for us to have a 15-20 minute conference call to review your concerns and opportunities in the detail they deserve... Do you have your appointment book handy? How does next Thursday or Friday afternoon look to you?"

Book the appointment

#7 Require Action

One last thing... like a doctor...for me to give you the best medicine, I need to know your vital signs... the easiest way to do this is to fax me your last (statement, document, budget, RFP, purchase order) can you fax me this information within 24 hours? Here is my fax number: 813 944-31XX, how soon can they get you this?

The answer **has to be YES** and soon!

#8 Follow up (if necessary) **Don't Wimp Out!...** (It's for their own good!)

"I just wanted to give you a friendly reminder... you promised to send me the information... when can I expect it?"

*Your friend in on-line networking,
Brian French*



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