



The Hidden Secret to Developing Trust With Your Prospects

To develop a successful business, you must grow a book of clients who trust you. Most people will pay a little more or may even wait longer to buy from someone they really trust. The challenge is building that trust so prospects turn into your clients in the first place. Many gurus will point to the latest selling processes or techniques. While they are important, they often fail to reveal one hidden secret that makes all the difference in the world to fostering trust with your ideal prospect: understanding how people naturally develop trust.



Your natural hardwiring determines how you like to give and receive your information, even how you develop trust. So, what part of that hardwiring helps to build prospect trust?

There are two factors that determine how your prospects develop trust:

- Whether they are an Extrovert or Internal Thinker
- The amount of proof they innately need

If your prospect is outgoing, communicative, friendly, and also capable of making social conversation with just about anybody, they are innately trusting of those people they like. When you're meeting with people who are hardwired in this way, they like to have fun and the emphasis is on whether or not they connect with you. They are extroverts who will use their gut feel as a factor in determining whether or not they will continue to do business with you.

If they are more serious and introspective, often thinking through things before they talk or act on them, they will be more naturally skeptical. You'll want to focus on tangible, concrete and factual matters often reinforcing outcomes. They internalize their thoughts, so you might get a blank stare when you're talking with them because they are thinking through what you're saying. Their best ideas come after they have had a chance to think about what you have talked about so follow up with them a day later for their feedback.

If your prospect is attentive to details and is respectful of established, proven rules or policies, you will develop trust with them through proof. They may be innately doubtful of new or unproven ideas, concepts, and people. So, trust will be earned as they see consistency or are shown proof of outcomes.

What To Do

- **Knowing and noticing your ideal prospect's psychographics comes in handy.** Tailor your message to help meet their internal requirements of trust. Your extroverted prospects will likely gravitate toward your videos so they can see if they connect with you and like you. Your internal thinker prospects will likely place trust in you over time and likely gravitate toward written messages or emails. Here's where your keep-in-touch system will help foster the relationship with them. As you stay in touch giving consistent value to them through your messages, they will read your information and develop that trust over time.
- **For the prospects who need proof, include testimonials on your website.** This helps to provide the required confirmation for them that you have satisfied clients. They will notice the details, particularly the quality and accuracy of any message, so make sure your messages are solid. If your product is \$9.95, don't say that it's about \$10. They will look for precise messaging so make sure you mention the exact price.

In addition to understanding how a person innately develops trust, so is giving the right advice, meeting a customer's expectations, and doing what you say you're going to do. Once earned, make sure you keep it by doing the things you did to earn it in the first place.

Lisa Mininni is Best-Selling Author of *Me, Myself, and Why? The Secrets to Navigating Change* and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System™. Lisa teaches heart-centered small business owners how to build a profitable business they love. To learn more about the systems approach to profitability and how your clients find you, choose you, and buy from you, visit <http://www.freebusinessplanformat.com>.