



PEOPLE SCOPE

Management Consultancy  
Management Development  
Training • Coaching

## **Must-Do Tips No 18: The Trust Builders**

How to build trust with organisations with which we don't currently do business? In the world of intangible service provision, this is a killer question. With most clients unable to gauge how good your professionals really are compared to others, the inertia of habit becomes a real force to be reckoned with. As one senior partner was quoted recently:

*"We struggle with differentiating ourselves from several other firms that, from the outside, look an awful lot like we do. I think we have made some headway — but most people want to know the difference in 10 words or less."*

This month we offer three ideas to help get that foot in the door - and then keep it there.

### ***Tip 1 - Offer Something of Immediate Value***

Long ago, most professional firms cottoned onto seminars and other information-offering events as a way of providing a look at what they know about, that could be of use to potential clients. Far fewer bring this facility to a more immediate and valuable conclusion for prospects. Some firms we work with make specific offers of time (limited) and an output of value to the potential client that will not be charged for e.g. a short documentation review or report. They realise that clients will not only be able to hear about their expertise, but experience it at first hand and see them in action. And it works.

### ***Tip 2 - Exploit All Trial***

Any chance to experience what your professionals do and how they make a difference is gold-dust for your chances with prospects. Even if they may have been on the receiving end of it! It is sometimes the case that professionals do an excellent job for one client in a contentious matter - and then, out of deference or professional nicety, don't see the potential in being able to sell to the losing side. If no harm will be done to your current client relationship - WHY NOT?! As one professional said to us recently: "We walloped their existing advisers fair and square - why not ask the question: 'Would you like some of that?'"

### ***Tip 3 - Go Further Than Nine Yards***

Having got to an assignment, your professionals need to realise that this is still a **first impression**. There may not be a second chance. Savvy trust builders know that their best course of action is to get their teams to over-deliver, especially on service, for this moment of truth. Even if they are already overburdened with work from already-trusted existing clients. In this circumstance, it can take powerful influencing (and political) skills to achieve. But it works too.

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*Creating Change*  
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*The Interviewing Challenge*  
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Best regards.

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