

Trust Building vs. Relationship Building



What kinds of relationships are you building with your prospects, and where does trust factor into the equation?

Let's explore why trust matters--and how you can determine if you're in a trust-based relationship with your prospects.

[Click Introduction below or Start above to begin.](#)



INTRODUCTION



A TALE OF TWO AUTO MECHANICS



WHAT ARE YOU WORKING TO BUILD?



THE BENEFIT BALANCING ACT



WHAT'S NEXT?



SUMMARY

INTRODUCTION

"We need to build more relationships."

Chances are, you've heard someone at your organization say this about sales. Maybe you've even said it yourself. And why wouldn't you? We're taught that this is how we win business.



But what seems to go unsaid when someone says "we need to build more relationships" is HOW to build the kind of relationships that *actually lead to sales*.

Because you know what?

Not all relationships are the same.

And most "relationships" won't lead to sales.

Let's explore this idea through two stories, about two auto mechanics, Gus and Tim.

CONTINUE

A TALE OF TWO AUTO MECHANICS

Imagine there's an auto mechanic named Gus.

Gus works at the shop down the street. He's got tons of hustle and is usually the first one to arrive in the morning. His coworkers love his cheerful outlook--and the boxes of donuts he brings in to share with them and with customers.



Gus is all about making people feel good, and he's a natural at connecting with customers by asking them about their interests and sharing his own. When he meets with customers to talk about their cars, his focus is on keeping them feeling good and leaving with a smile on their face.

Now, imagine there's another auto mechanic, Tim.

Tim works with Gus, but that's pretty much the end of their similarities. Tim's never had much time for small talk, and you could never accuse him of being someone who spends extra time with customers to learn about their lives or share stories from his own.





You could say that Tim is "all business:" when he's working on a car, he investigates the issues that have been shared with him by the customer AND looks for anything else that might be going on. When he talks with a customer, he wants to make sure they know exactly what he's seeing, why it's a problem, and what he can do about it. Tim always deals with his customers in a straightforward, truthful manner , and he always gets the job exactly right.

Two mechanics. Two approaches to customer relationships.

**Which one would you rather have
working on YOUR car?**

I KNOW WHAT I WANT

WHAT ARE YOU WORKING TO BUILD?

So, who'd you pick?

We're going to go out on a limb and guess that, while Gus sounds like a great guy, you'd probably prefer to have Tim as your mechanic.

Why's that? Because, at the end of the day, the thing you want most from your auto mechanic relationship is clear, complete information about the state of your car, as well as expert advice about what to do.

In other words, you want to be able to **TRUST** your mechanic. That's more powerful, and more important, than whether or not you start by having a "great relationship."

RELATIONSHIP  **TRUST**



So what **exactly** are we asking you to do differently?

We're asking you to change your intentions when you interact with prospects. Instead of trying to build a relationship, we want you to set a different objective: build trust.

How?

Just like Tim did.

- By finding and connecting with real threats and real priorities.
- By sharing what you believe about these threats and how your solution addresses real priorities.



By gaining agreement and alignment with your customer or prospect on how your solutions solve their threats and meet their priorities.



In other words, by providing your customer or prospect with *reasons* to trust you.

CONTINUE

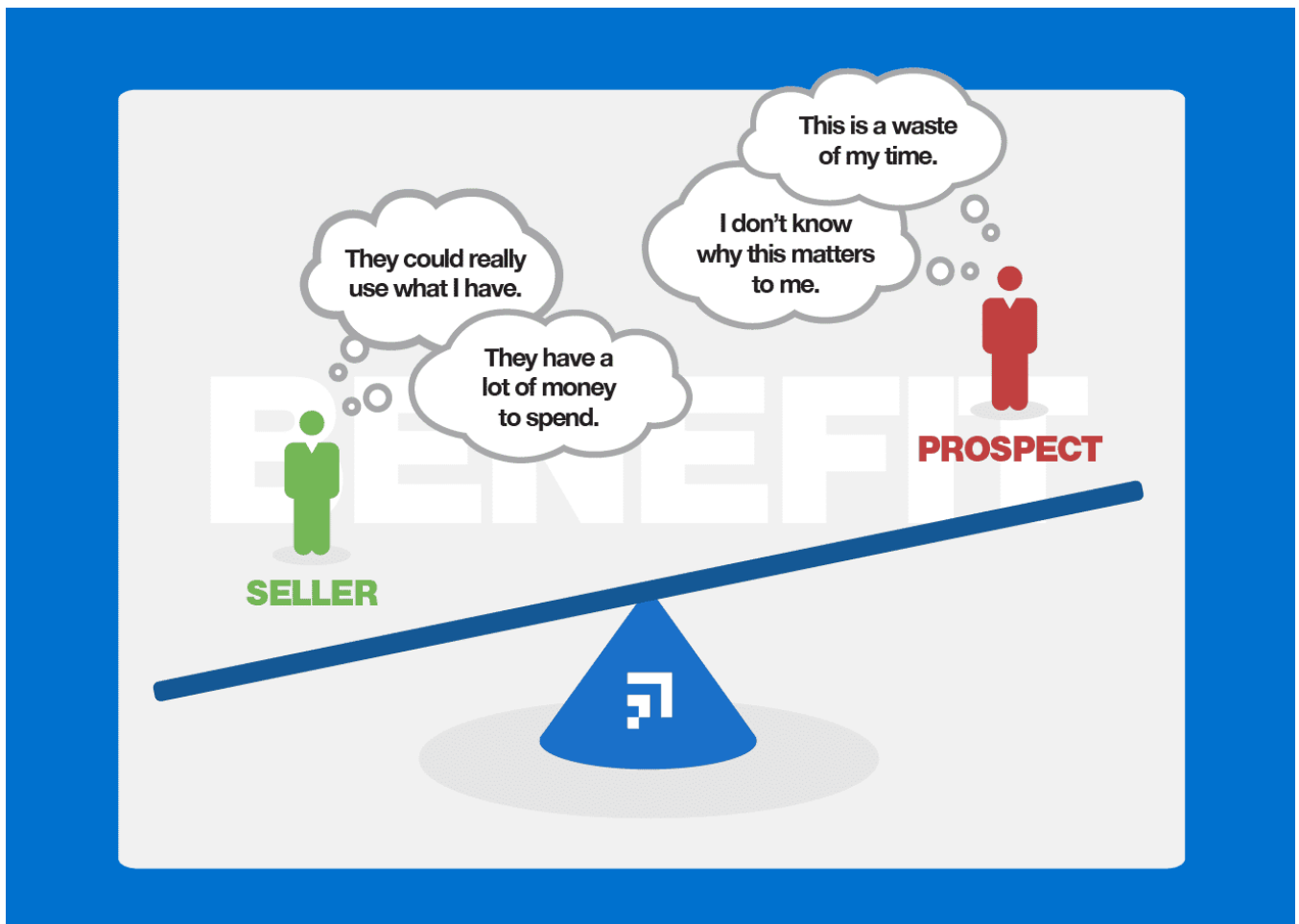
THE BENEFIT BALANCING ACT

How do you know if you're in a trust-based relationship with a customer or prospect?

It's one thing to set the intention--it's another to know if you've succeed. And that's why it's useful to pay attention to a key indicator of a trust-based relationship: benefit and where it lies within the relationship.

What does that mean? Let's take a look at an example.





In this example, the "benefit balance" is tipped toward the seller. Why? The seller is entirely focused on the potential dollar value of the sale and the seller's belief that their solution matters to the prospect. But the prospect's mind is in an entirely different place, because the seller hasn't shown them why the solution matters. In the prospect's mind, there's no clear benefit to them.



When the scale is tipped entirely toward the seller, the selling relationship is not built on trust.

What, though, about the opposite instance?





In this case, the benefit balance is tipped toward the prospect. How do we know? Because all the prospect is thinking about is cost and speed, and they don't care at all about the deeper value the seller might be able to bring to the situation. The prospect views the seller--and the seller's solution--as a commodity to be priced and purchased.



When the scale is tipped entirely toward the prospect, the selling relationship is not built on trust.

What we're looking for, of course, is a balanced situation where BOTH the seller AND the prospect are receiving benefit.





In this instance, both the seller and the prospect are getting their needs met: the seller has been able to ask questions and connect their real value with the prospect's needs. And the prospect feels understood and believes the solution the seller is offering addresses their priorities.



This kind of benefit balance comes FROM trust and creates MORE trust, and that's exactly where we want to be. Leading with trust and letting the relationship build from there.

CONTINUE



Take a moment to check your understanding of the benefit balancing act in sales relationships.

[Sort each card below](#) into the benefit category that the statement represents.

Prospect-Leaning

"I have an RFP. Can you give me a quote?"

"We know what we want. We just need to know your cost."

**"I've narrowed our options to
you and 3 other companies."**

Seller-Leaning

**"I can help you find a way to
spend your extra dollars."**

**"Our solution has helped a lot
of people and I'm sure it can
help you, too."**

Balanced

**"Let's talk about your
priorities first."**

**"I've never found a vendor
before who helped me see the
big picture like this."**

"My goal isn't to spend your money; it's to help you solve real problems."



Please complete the learning check above.

WHAT'S NEXT?

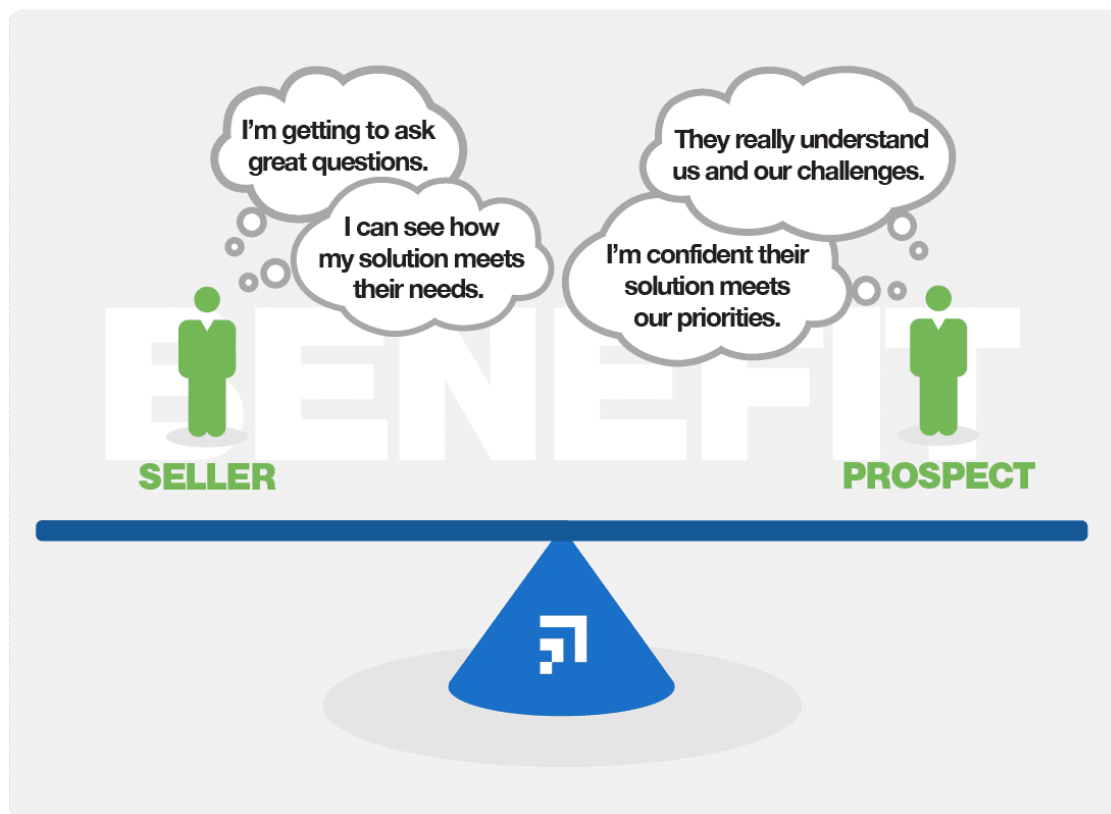


Remember: We build relationships with people with whom we share things.

BUT: We sell to (and buy from) the people with whom we share TRUST.

That's our ultimate goal, to be seen as a trusted consultant in the eyes of our prospects.

Remember, trust in selling isn't built simply by sharing common life experiences or favorite foods with our prospects. Instead, it comes from **sharing our sales-related beliefs and having our prospects agree that, yes, they believe those things, too.**



That's how we create and stay in relationships of mutual benefit and value, where both you and your prospect gain from the exchange--you get to sell a solution or product that really

helps someone, and your prospect gets to buy something that addresses a real problem and priority.

Apply What You've Learned



Download the What Am I Building? worksheet below.

After prospect meetings, write down what you have in common. Are they shared A.) interests, preferences or experiences, or B.) beliefs, goals or plans?

If your answers are mostly "A," what can you do in the future to focus on connecting over beliefs, goals or plans? You can also use this worksheet to help you strategize ahead of prospect interactions, to help you achieve your relationship building goals.

When you're ready, click Continue.



What Am I Building Worksheet.pdf
55.6 KB



CONTINUE

SUMMARY

Congratulations!

You've successfully completed this course, and your progress has been marked as complete.

Next Steps

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