

You only buy from people you trust. *So will your customers.*

# Establishing Credibility and Trust for Sales

ONLINE | SELF PACED COURSE



## LESSONS

- 1) Overview
- 2) Credibility
- 3) Rapport
- 4) Four Elements of Trust
- 5) Pacing
- 6) Listening
- 7) Feedback
- 8) Summary
- 9) Knowledge Assessment

### *Building productive, lasting sales relationships on a foundation of trust*

It's a competitive, changing business world out there. Markets shift, budgets tighten, and vendor loyalties disappear. In today's environment, trustworthiness and credibility count more than ever. Whether you are maintaining an existing account or prospecting a new one, being able to develop a good rapport and establish credibility quickly is a critical skill. The larger or more complex the deal, the greater the likelihood that trustworthiness will be a deciding factor.

This course will show you the characteristics that people look for – both deliberately and unconsciously – when they are evaluating a person's trustworthiness. You'll learn to develop those elements that contribute to your professional credibility. Being able to listen, respond and pace yourself appropriately will enhance your ability to quickly establish rapport with new prospects, and maintain good relationships with existing customers.

As you apply the skills you have learned in **Establishing Credibility and Trust for Sales** during your own sales calls and presentations, you will create a more agreeable atmosphere with new prospects as well as build more open, productive relationships within existing accounts. This will help you to increase your sales effectiveness. These skills and insights are useful in building relationships outside of the workplace as well.

### [ COURSE OVERVIEW ]

The nine-lesson course can be taken at your own pace; average completion time is approximately two hours. Interactive graphics, audio, text, animation, quizzes and practical application exercises make the lessons engaging and entertaining – you may be surprised at how much you've learned!

Included in this course is the Personal Listening Profile Instrument®, copyright 1995, Inscape Publishing Inc., Minneapolis, MN. This instrument will assess your natural listening preferences and provide you with tips to improve your listening skills. This is a critical element of establishing credibility and trust.

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