

Mistake #1 My clients/customers trust me.

Wrong. We have conducted studies at The Persuasion Institute and have found that most people do *not* trust you. The persuader may think and feel that s/he has developed trust, but when we talk to the customers/prospects, there is no trust on their end. Here's the deal when it comes to trust: Forty years ago, people were more trusting. Back then, the attitude was: "I trust you. Give me a reason not to." Now, it is the opposite; it's: "I don't trust you. Give me a reason to trust you." So, in the past, you were starting from a foundation of trust and respect; now you're starting well below zero.

On average, depending on your occupation, over 80 percent of the time you are unable to develop trust with your customers/prospects. Ouch! Even if they like you, if they don't trust you, there will be no deal. The ability to gain and keep trust is a vital factor in influencing others. Research has shown, time and time again, that trust is always a contributing factor in the ability to influence others. When a person trusts you, that trust alone can cause her/him to accept your message. On the flip side, if people don't trust you, all the evidence, reasoning, facts or figures in the world won't get them to budge.

Trust can be an ambiguous concept, but certain things are quite clear: You can't get others to trust you unless you first trust yourself. Your message will not be convincing to others unless it's convincing to you. Whenever someone tries to influence us, we ask ourselves, "Can I trust this person? Do I believe him? Is she really concerned about me?" We are less likely to be influenced by someone if we sense that s/he is driven solely by self-interest. Never assume that people trust you. Always show the world you are someone to be trusted, no matter what the underlying circumstances might be.