

Trust: The Critical Thread in Your Business

Monday, August 27, 2007 Call

MannaQuest: Trainings now Listed? Not, so sorry..review from Presidential Call; New materials available, New Incentive, New System, New...

Next Monday: Posting and sending an outline from Mannaquest even without a call

Let's Make This Period 9 a Great One! Ends Friday, September 7

"Beyond Training" Coaching: Call to learn (next Friday, September 7 8:00 a.m. CST (712) 432-6060 pin 1936791#) or talk to Coach Roy direct at (760) 630-1379 (available after August 30)

1. Trust: what is it? a noun and a verb; compare with love

The foundation of any relationship...the critical aspect of life

a) How do you look at it? Self awareness is critical

b) Is it about others or about you? Lao Tzu, "No trust given, none received."

c) Why need it? Network marketing is a business built on trust (we have three things to sell: product, opportunity and trust...)

1) Prospects buy because of you

2) Prospects partner with you in business because of you

3) Customers stay because of you

4) Partners persist because of you

Our goal should be "to build a culture of trust"

2. Chicken or Egg Syndrome

a) For most people trust is a "chicken" or "egg" thing, which comes first...What is it for you?

If trust truly is the cornerstone to building a dynamic network, what should you be?

The glue that holds a network together is trust.

b) Compare to those feeling comfortable in a corporate structure: safety due to organization and structure; plenty of rules and regulations. Fits a person wanting to feel safe (note not be safe).

Those who wait for others to earn trust are the "Chickens" and have a greater need for safe. This is contrary to networking, a freer environment than corporate structure.

c) The "Eggs": understand it is called "trust" because there is a possibility of error

However, by trusting people you are believing in them which encourages them, empowers them versus lack of trust and disempowerment.

3. How to Build Trust?

- a) Extend it...as you sow, so shall you reap
- b) Your behavior needs to exude it
 - Actions speak louder than words; 13 behaviors (by Stephen M.R. Covey, *Speed of Trust*)
 - 1) True to word; talk straight
 - 2) Demonstrate respect
 - 3) Create transparency
 - 4) Right Wrongs
 - 5) Show loyalty
 - 6) Deliver results
 - 7) Get better
 - 8) Confront Reality
 - 9) Clarify expectations
 - 10) Practice accountability
 - 11) Listen first
 - 12) Keep commitments
 - 13) Extend trust

4. What elevates trust to such a level today?

- a) We are in the Information Age; tons of data and people are looking for truth
- b) Interdependence is required; collaboration a must; building teams the way. So with this emphasis on relationships...
- c) We live in a era of ever increasing distrust:
 - Only 34% of Americans believe others can be trusted
 - Only 49% of employees trust their employers
 - Within this climate, if you can develop trust, you can have incredible influence, impact and leadership.