

## **Ways to Establish Trust**

### **Monday Call, January 21, 2013**

- TNL – Simeon Cryer and Dr. Steve Nugent 7:30 Pm CST at Mannatech Corporate Offices or [www.mannatechlive.com](http://www.mannatechlive.com) ... It is prospect perfect
- Thursday night XFM Support Call at 8 Pm CDT 800-768-2983 access code 471-7417#
- Power 400 Tour 2013... Check out <http://events.mannatech.com/power400tour> for a location near you
- Mannafest 2013, April 25<sup>th</sup> – 28<sup>th</sup> Special Pricing of \$99 (\$89 if you attended Mannaquest 2012) ends on Jan 31<sup>st</sup> <http://www.mannacomm.com/mannafest2013/>
- Due to popular demand here is a link to Merri-jo's Cabo Tracker <http://db.tt/7yTaCMnY>
- Hero's Journey, Feb 15-16, Arlington, TX for more info: <http://seminarsystems.com/products/the-heros-journey-2-day-live-action-training/>

Direct Selling Education Foundation: Articles on Website

Highly competitive business world today...so many MLM's, so what will make the difference?

- a. A strong relationship is built on trust.
- b. Repeat business only comes from a trusting relationship.
- c. In our market of Member accounts, referrals are critical.

So anything we can do to improve our relationships (the trust level) is critical to our long term success.

#### 1. Be Real

- a. Insincerity is #1 death threat to a relationship. "People don't care how much you know until they know how much you care."
- b. Tap into your true desire to help people find what they need, solve a problem they have, and provide excellent service.

What might this look like?

Standards I set:

When I get off the phone/complete a meeting, I want the person to feel

- 1) they have known me for years
- 2) they reveal more than they would imagine to me
- 3) they will call me for advice
- 4) they know I will serve them and always keep their best interests first

- c. Be genuine. Nurture that trust over time.

#### 2. Be truly curious about everything

- a. What is your prospect looking for? How can you fulfill their need? How much energy will you put into it?

- b. Observe others and always work on improving. When your downline or prospects see this, they will honor you.
  - c. This is a need fulfillment business.
- 3. Keep personal conversations private
  - a. Separate your personal life from your professional.
  - b. Any personal conversations need to stay confidential.
  - c. Err on the side of caution on this issue...always.
- 4. Become an Expert
  - a. What is an expert?
  - b. You should be an expert as to all things with respect to Mannatech
    - (1) Comp Plan
    - (2) Products
    - (3) Marketing and marketing tools
    - (4) Incentives
  - c. Your specialized knowledge will allow customers to trust your judgment.
- 5. Help others and always be respectful
  - a. This applies in all areas of your life, and with respect to every relationship.
  - b. Be a great listener.
  - c. Maintain a pleasant demeanor, and practice appropriate social skills.
  - d. Golden Rule: always treat others just as you would want to be treated.
  - e. Honor others: stay in discovery mode versus judgment.
  - f. Strong opinions, sharp attitudes, etc. do not honor others.
- 6. Reference:
  - Stephen Covey, "The Speed of Trust"
    - Provides critical advice to business people/entrepreneurs on how to actively manage trust. The speed of trust will determine how fast you can grow your business because it affects every relationship.
    - He divides trust into four components:
      - Integrity
      - Intent
      - Capability
      - Result
    - The first two define character, the last two competence.