



Josh Braun

@joshbraun

joshbraun.com/shop

12 ways to build trust with prospects



Josh Braun

@joshbraun

joshbraun.com/shop

1. Do what you say you're going to do. If you can't reset expectations.



Josh Braun

@joshbraun

joshbraun.com/shop

2. If you're asked a question and don't know the answer say so:

"I don't know enough about that to give you a reliable answer. Let me do some research and get back to you tomorrow."



Josh Braun

@joshbraun

joshbraun.com/shop

3. Tell people the entire story, not part of the story.

~~"This couch is 20% off. It's a screaming deal!"~~

"This couch is 20% off because it has a stain on one of the cushions."



Josh Braun

@joshbraun

joshbraun.com/shop

4. Pause for two beats.

Don't interrupt prospects or finish their sentences. When someone finishes saying something, wait two beats before responding. This shows you're listening.



Josh Braun

@joshbraun

joshbraun.com/shop

5. Let go of assumptions

When you assume everyone needs what you sell, you behave in ways that feel pushy and manipulative. The opposite is also true.



Josh Braun

@joshbraun

joshbraun.com/shop

5. Admit when you're wrong.

"John, yesterday I gave you incorrect information about the gas tank on the Camry. It holds 16.9 gallons not 23.7. Sorry about that."



Josh Braun

@joshbraun

joshbraun.com/shop

6 Give people an easy out.

"I know you're crazy busy wrapping up Q4, so no worries if timing is off but would you be open to seeing how this works?"



Josh Braun

@joshbraun

joshbraun.com/shop

7. Be knowledgeable.

"I read an article last week in Inc. that claimed reps spend 30% of their time on non-revenue generating activities like entering data into the CRM. What's been your experience with this issue?"



Josh Braun

@joshbraun

joshbraun.com/shop

8. Be a connector.

"Leslie, I'd love you to meet Rick. He's a new sales manager who wants to accelerate his learning curve. Looks like we have a match :-). Take it from here you two."



Josh Braun

@joshbraun

joshbraun.com/shop

9. Ask for feedback

"Hey Pete - It looks like you decided to hold off on the cold call workshop. Seems like I may have dropped the ball. Would you be open to providing some feedback so I can better serve you should a need arise in the future?"



Josh Braun

@joshbraun

joshbraun.com/shop

10. Teach.

"James, I'm doing a talk on how to boost cold email response rates using ChatGPT. Is that something you'd like to see?"



Josh Braun

@joshbraun

joshbraun.com/shop

11. Surrender control.

~~*"It looks like you have a small crack in your window. Would you like me to fix that today or tomorrow?"*~~

"It looks like you have a small crack in your window. Is that something you'd like to get fixed eventually or not really."



Josh Braun

@joshbraun

joshbraun.com/shop

12. Remember the
golden rule.

**Sell like you want
to be sold to.**