



## **What Is Maybe Trust?**

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It is human nature to question. New people, strange environments, new foods, and new products are among the endless number of items that are cause for pause. People have a tendency to be skeptical when faced with new situations, and only develop trust after a period of assessment and acceptance.

It appears to be a natural phenomenon; humans, as physical beings, are wired for survival. When a new situation is encountered, the automatic response is to ask the question "Is this safe for my body, my family, and my values?"

As people assess trust, what are they really looking for? Safety is certainly a factor, but upon deeper inspection, there are other distinctions that warrant further scrutiny. For instance, in dealing with the issue of trusting others at work or on the home front, one may ask the following questions:

"Do this person's words match their actions?"

"Does the person I am speaking with have a hidden agenda?"

"Is this person honest?"

There are also different ways in which people display trust. One can give their complete trust over to another; it can be offered in a grounded fashion, after doing one's homework and getting to know them. It can also be naïve trust, offered blindly, which generally leads to later regrets and further skepticism when faced with new situations.

The question for people in business, especially those in sales and customer service, is how to build a long-term, business relationship rooted on mutual trust with prospects and customers who are skeptical, have likely felt deceived in past business dealings, and are in survival mode. Here is the answer: creating a long term relationship built on complete trust, begins with the very first conversation with a prospect or customer. Skillfully using language, companies, sales people, customer services representatives, and service advisors can reach out to their customers and prospects, causing those people to believe that they can "maybe trust" the person with whom they are speaking.

Business professionals who know how to create a mood of "maybe trust" in the first few seconds on the telephone and/or in person will excel in the domain of sales. It is within this mood of "maybe trust" that people are all willing to take a small risk on a new product or service. Then, and only then, after establishing this foundation, can the relationship grow into one of long-term trust.

Molloy Business Development Group, LLC teaches students how to use the Language Of Commitment™ to design conversations that produce "maybe trust" both on the phone and in person. Developing competence and understanding in this area is essential to building consistency in sales teams. For more information, visit [www.molloyllc.com](http://www.molloyllc.com) or call (888) 310-5000.

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