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*The monthly sales and service newsletter
for professional tellers, call center staff,
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Build Trust in 10 Seconds

The first 10 seconds are critical when facing new or potential members. If you're not careful, you inadvertently may chase them away.

You may not realize you're committing these common offenses:

► **Faked familiarity.** While it's true members want to be treated in a friendly manner, you must create trust before fostering friendly feelings. Avoid asking a stranger, "How are you?" Instead, state you're glad to meet the person and then move to the business at hand.

In other words, you'll get better results by admitting you've never met (which proves you're upfront and honest) than insincerely inquiring about a stranger's health.

Most consumers are educated, streetwise, and, frankly, cynical about salespeople's motives.

► **Evasive answers.** Don't dance around members' questions. Instead, answer them with direct statements; then elaborate.

When trust is your primary objective, opt for instant honesty. Then you can move on to an explanation.

► **Slight exaggeration.** Claiming to have the "best deal" or to be "No. 1" raises skepticism. Exaggeration, or "puffery," is a com-



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provide more than just grandiose claims.

Three pieces of information sell ideas, products, or services:

1. **Benefits** of a product or service;
2. **Unique aspects** of your credit union and its offerings; and
3. **Evidence** supporting the benefits and uniqueness.

Together, these three make up your unique selling proposition (USP). Communicate your USP

This article is based on the bestselling book, "Becoming a Service Icon in 90 Minutes a Month," by customer service strategist and certified professional speaker Jeff Mowatt. To obtain your own copy of his book or to inquire about engaging him for your team, visit www.jeffmowatt.com or call toll free 800-JMowatt (566-9288).

