

Trust and a Common Point of Interest

When it comes to customer loyalty, it really comes down to TRUST. Trust is the foundation of all loyalty...whether from customers, employees, friends or family.

There are 3 questions that People always ask themselves about you when they meet you for the first time.....they are these...

- 1) Can I trust you?
- 2) Are you committed to excellence? (Does he/she know what they are doing?)
- 3) Do you care about me?

We'll talk about numbers 2 and 3 another time....today, our topic is TRUST.

If Trust is so important, and it's the first thing people want to know about you, then we should go out of our way to establish trust.

Here's one way....

My friend Chip Bell notices that "Universal Studios employees have the title of their favorite film on their nametag".

Some organizations have the service-giver's hometown on their nametag for the same reason – it humanizes, gives a talking point, adds a dimension to the person providing the service. Revealing something personal about yourself is a sign of trust....which, when given, prompts trust in return.

So, in this sense, trust begins with finding a common point of interest. The sooner you can establish a common point of interest with a customer, the faster the relationship grows.

Finding a common point of interest can start a relationship. It can turn an unknown prospect into a customer. It can turn someone you don't like into a friend.

Abraham Lincoln said, "I don't like that man!! I've got to get to know him better."

We all have to get to know our customers better. Start by going out of your way to discover common points of interest, and to earn trust from your customers. They will pay you back a hundredfold.

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