

The Trust & Authority Mindmap™

How to “Get in the Door” with Just About ANY Client

by Lisa Parziale

The Home Depot Story

One day, I was out shopping at Home Depot for a new refrigerator. I had narrowed it down to just a few models and was carefully looking at them, trying to decide which I should buy. The models were pretty similar, one from a manufacturer that we'll call Y and two from another manufacturer that we'll call N. Both were manufacturers I had never owned, so I had no personal point of reference but I sure did like these models and was having a hard time deciding.

Right about then, the Home Depot associate that was working in appliances checked in to see if I needed any help. Heck, I sure did. All three models were so similar that I simply couldn't decide. So, I asked the Home Depot associate if she knew much about the two brands or these models. She quickly responded that brand Y was a very good brand and she did not have many returns or issues. My store associate (notice how she just became MY associate) went on to explain that brand N was an "ok" brand, but the one I was looking at from brand Y was the one she had hoped to purchase one day.

Do you know how this story ends? I'll humor you. After another five minutes of pointed conversation with my appliance expert (how quickly she moved from my associate to the appliance expert), I asked when it could be delivered. I will share with you an important fact, now that you know I purchased the Y brand model. That particular model was on sale and also the lowest priced of the three. So why was my decision so hard? Simple; I had no point of reference or any authority on the subject. All I needed to make my decision was a little advice from trusted source I perceived as an expert. In this case, expertise was the knowledge about which models were returned more frequently and the fact that this person would select that model had they been purchasing that day.

What Constitutes Authority?

In the example above, it became apparent that the store associate worked in the appliance department full-time, which was the first positive authority attribute. During the few minutes of conversation about models Y and N, the associate knew key facts about warranties, features and consumer reports. That was the clincher for me; I needed nothing further to perceive the associate as an authority.

What Constitutes Trust?

Again, I will refer to the example above. Trust is a lot harder to come by than authority. You can achieve authority with knowledge or skills. However, trust is typically a feeling or a perception that comes with a personal connection. The Home Depot associate gained my trust with a few key characteristics – essentially, her personality. She was friendly, helpful and quickly conversed with me like we were already friends. It felt very natural, as if she had never met a stranger. For many, this personality characteristic can quickly build trust. The associate shared a personal desire to own that model of fridge. This is known as social proof. While most often, social proof would have come from someone who owned the product, since the associate already established her self as the authority; the desire to own the same model worked as social proof.

So Why the Heck Do I Need to Know Any of This?

Before we share with you our ***Trust & Authority Mindmap™***, we think it is important to understand just how powerful trust and authority is to your business. Most things come much easier when you master the ability to quickly gain trust and authority with your future customers. Let's look at another example.

My First Big Deal

When I started my business, I did not know much about some of the services I was offering. While I was a web developer for years and ran a small, part-time business for extra cash, I only moderately know about Search Engine Optimization (SEO). SEO was my weak area and I simply was not confident that I could deliver for my customers. I knew how to get people ranked but I was afraid that there were missing pieces. So when I ran off selling my services, I was not confident about my products and my services, and it showed. I struggled to make the big sales and continually discounted my services. That is not a scalable business model, which I soon discovered. I had a lot of customers paying me very little and I was working way too many hours.

About that time, I started searching for SEO training and came across a course that promised me I would learn everything I needed to know about. At the time, I felt as if knowing everything about SEO would solve my problems. So I promptly spent \$697 to learn SEO and began going through the course. It was an excellent course and I realized two things right away. First, I knew quite a lot about SEO, I just did not realize it. Second, the remainder of what I did not know, I did not want to do and quickly decided I would outsource it.

About that same time, I was talking to a colleague, a mentor of sorts, and he and I started going over what I was charging. He was mortified with what I was willing to sell my services for. I had already heard the same thing on the course I had just taken, that SEO services could be sold for thousands, not hundreds. That colleague went on to tell me that I should walk into my next sales call and ask for \$2000 for my services. He said that the worst thing that would happen is they would say no, which was not something I was ever afraid of.

With my newfound confidence, instilled in me by the course, which confirmed that I was practically an SEO Expert, I marched right into my next sales call and started telling the customer everything I knew. Heck, I was the expert now and I knew it. After what seemed like a short time (I had been rambling for about 2 hours by then), the customer told me that it was all too overwhelming and confusing but if I could do what I said I could and get her the results she wanted, she would pay me the price I was asking. I had quoted her \$2000. She said she would write me a check the next day. The next day came and went and she did not call. I thought I blew it. But a few days later, my future customer called and asked me to explain everything again to her and her boyfriend. She apparently needed to call in recruits.

Establish Trust & Authority, Then Be Quiet

I'll spare you the remaining details. I did eventually close that deal for \$1710 per month. It was my first "big deal" and I was so thrilled. But I made a lot of mistakes, including talking too much and confusing the customer. Customers do not need to know what you are going to do in detail. They need to know what results you will be achieving for them or more specifically, how much money you are going to make them in trade for your fee. While it was not a perfect sales pitch, nor a perfect close, I was able to build enough trust & authority to make it happen. That was the start of an amazing journey to my success.

OK, Lisa, Give Us the Goods!

OK, ok, I know what you want. The ***Trust & Authority Mindmap™*** I promised you. The map is below and outlines how we choose to go about gaining trust & authority that works with just about ANY client and from my experience working with others, in ANY business.

The Trust & Authority Mindmap™

This mindmap is intended to illustrate the many methods that can be used to gain trust & authority once you have targeted your future customer, which we refer to as your Trophy Clients™



PRINTING SERVICE
(Business Identity/Logo)



REFERRAL/Common COLLEAGUE
(Direct or Indirect)



REQUEST INTERVIEW
(bypass the gatekeeper)



MOBILE APP or WEBSITE
(also SMS Messgaing)



**FUTURE
TROPHY CLIENTS™**



WRITING SERVICES
(press releases & blogs)



DEAL SITES & COUPONS
(also Postcard Campaigns)



VIDEO RANKING
(a great FREE quick hit)



WEBSITE DESIGN
(and social media too)

These are just a few ideas on how you can use our Trust & Authority method to get in the door with almost ANY client.

FOR MORE INFORMATION ON OUR HIGHLY EFFECTIVE TRAINING PROGRAM,
BUSINESS BAIT: HOW TO CATCH TROPHY CLIENTS, PLEASE VISIT US AT WWW.TROPHYCLIENTS.COM

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Would You Like to Learn More?

The ***Trust & Authority Mindmap™*** begins to show you how to establish the basics of trust & authority with your future customers. If you would like to learn more about how you can easily get in the door with just about ANY client, in almost EVERY business, we offer a couple of options.

Currently (at the time of this publication), we are starting an 8-week live, interacting training & coaching webinar series that walks you through step-by-step how to attract and attain the big clients we refer to as *Trophy Clients™*. In this course, we show you exactly what you need to do and give you massive amounts of support and training. We built the training we WISH we had when we started. Visit www.trophyclients.com/training today for more information.

If you would like a more personalized experience, we offer individual business coaching. Please send an email to coaching@trophyclients.com if you would like more information about our coaching program.

About the Author

Lisa Parziale is a successful entrepreneur that left Corporate America to achieve time freedom, which she defines as working smart when and where I choose. She frequently travels while working on her business and training series and continuing to serve her marketing clients. Lisa and her business partner have a thriving Online Marketing company and recently opened EZOnlinePrinter.com – a print marketing resource for marketing professionals and Internet marketers. Lisa is also a publisher author, highly regarded business coach and trainer. When not working, Lisa enjoys boating, fishing and travel.