Making Trust Real
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EXECUTIVE SUMMARY

Purpose

Develop the skills needed to build or rebuild trust with customers

Value Proposition

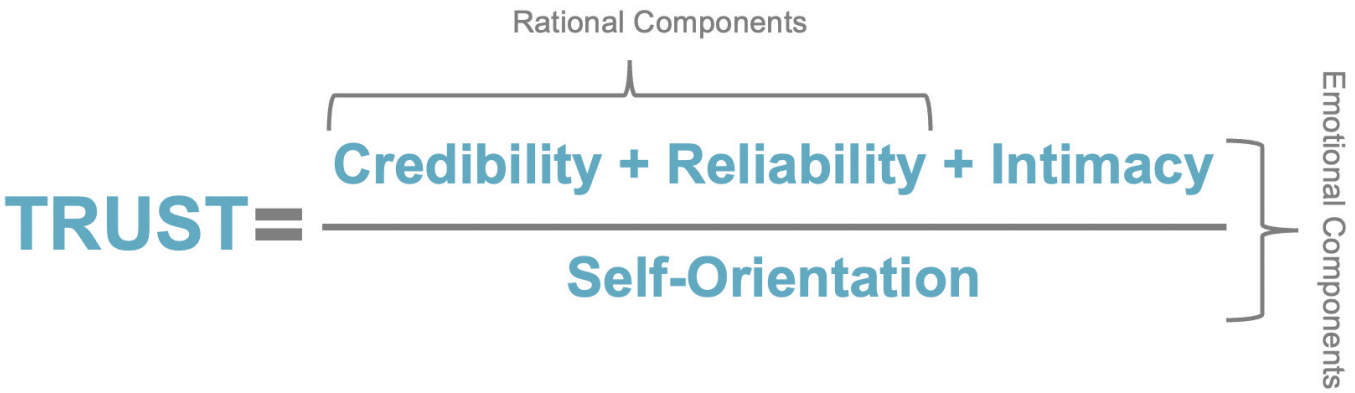
Grow healthy customer relationships and improve results

Outcomes

- Explore how to apply the trust equation to customer relationships
- Define what a trusting relationship with a customer and apply to real-life scenario

AGENDA

TIME	TOPIC
8:00 – 9:45 am	Introduction
	What is trust and why is it important?
	What is the Trust Equation?
	Deep Dive into the Trust Equation
	Breakout Activity: Review current customer relationship
	Wrap Up



by Charles H. Green

CREDIBILITY

has to do with the words we speak. In a sentence we might say, “I can trust what she says about intellectual property; she’s very credible on the subject.”

RELIABILITY

has to do with actions. We might say, “If he says he’ll deliver the product tomorrow, I trust him, because he’s dependable.”

INTIMACY

refers to the safety or security that we feel when entrusting someone with something. We might say, “I can trust her with that information; she’s never violated my confidentiality before, and she would never embarrass me.”

SELF-ORIENTATION

refers to the person’s focus. In particular, whether the person’s focus is primarily on him or herself, or on the other person. We might say, “I can’t trust him on this deal — I don’t think he cares enough about me, he’s focused on what he gets out of it.” Or more commonly, “I don’t trust him — I think he’s too concerned about how he’s appearing, so he’s not really paying attention.”

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SELF-ORIENTATION

Let's take time for self reflection. Click the box that applies to how often you exhibit these behaviors:

How often do you?	5 - ALWAYS	4- OFTEN	3- SOMETIMES	2- RARELY	1 - NEVER
Stay curious?					
Lead with calm?					
Share your agenda?					
Practice thinking out loud?					
Answer questions in 90 seconds or less and then ask if this making sense?					
Check time contracts with the person ?					

BREAKOUT ACTIVITY

1. We'll breakout into small groups.
2. Think about a current customer relationship. (2 mins)
3. Based on this relationship, identify the growth areas in the Trust Equation: (3 mins)
   - Does the customer consider the rep to be credible? Reliable? Do they have intimacy? Is the rep too self-oriented?
4. Using the recommend methods, suggest two ways the sales rep can build trust with the client. (5 mins)
5. A few groups will share with the larger group. (5 mins)

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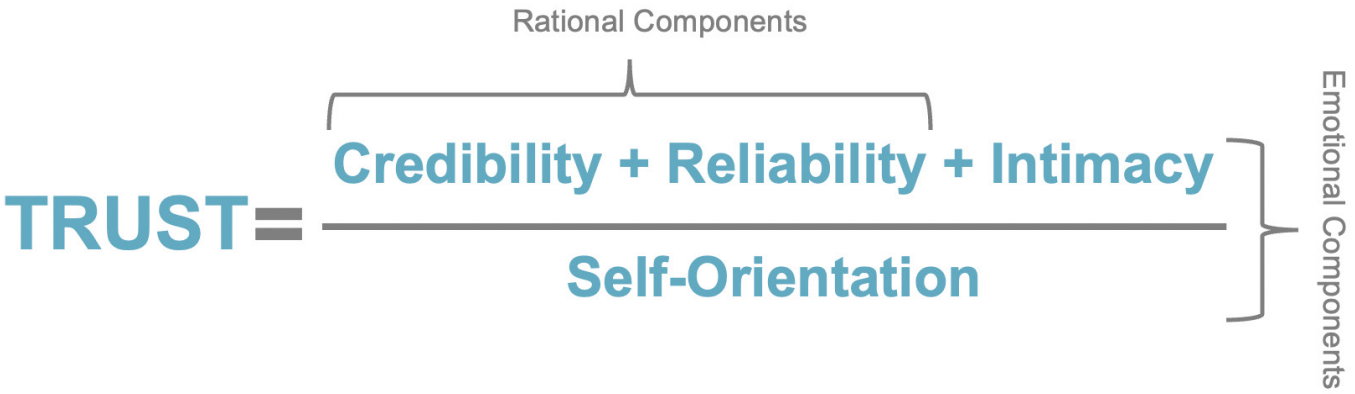

Best Practices

Credibility	Reliability	Intimacy	Self-orientation
Know your stuff	Keep promises	Be vulnerable	Stay curious
Be transparent	Don't under-promise and over-deliver	Reach to emotions	Lead with calm

Write three behaviors you'll commit to help build trust with your customer.

1.

2.

3.

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SENIOR CONSULTANT



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Dr. Bruce Chesley is a former Vice President at a Fortune 50 Aerospace and Defense company and former officer in the US Air Force. Bruce is a strategy-driven leader with a history of bringing new visionary systems into operation, ranging from critical space and intelligence systems to innovative small satellites.

In more than 20 years in industry, Bruce served as the Chief Strategist for a space and weapon system portfolio in excess of $10B annually, led the early development of a global broadband satellite constellation, and delivered space superiority and advanced space payloads in addition to a variety of roles in program management, business development and engineering. His Air Force assignments included Air Force Space Command, the National Reconnaissance Office, and the USAF Academy where he was an Assistant Professor of Astronautics.

Bruce is an internationally recognized space expert, having been elected to the International Academy of Astronautics in 2020 and serving as Vice President on the Bureau of the International Astronautical Federation. He is also committed to inspiring the next generation to take on the biggest challenges in space. He has been an advisor to student-designed satellites at the United States Air Force Academy for over ten years and formerly served on the external industry advisory boards at several universities.

Bruce is married to Dr. Julie Chesley (Lt Col, USAF, retired) and they have two grown daughters and two adorable dogs. They enjoy walks on the beach and watching rocket launches at the Florida Space Coast. Bruce is an active volunteer for the National Education Alliance for Borderline Personality Disorder where he co-facilitates psycho-education classes for family members and serves on the national education committee.

Bruce earned his Ph.D. in Aerospace Engineering from the University of Colorado at Boulder. He also holds M.S. and B.S. degrees in Aerospace Engineering from the University of Texas at Austin and the University of Notre Dame, respectively. He has published more than 20 technical papers and book chapters on satellite design and space systems engineering.

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