



10 Guiding Principles to Trust-Based Selling

01 **I will shift my mindset away from “making the sale” and towards the truth of whether the sales exists or not.**

By going for the truth of what my client is thinking and whether we really are a fit or not, shows respect to the other person because I'm not assuming they should buy what I have... and that leads to finding the most qualified clients of all.

02 **I will build trust with my prospect as my primary goal.**

Creating genuine trust is the essence of building real relationships and real relationships turn into more sales.

03 **I will be a problem solver instead of a “sales pitch” person.**

By focusing on the problems that your prospects have instead of the features and benefits of your solution, you make the conversation about THEM and not about you.

04 **I will diffuse any pressure that I sense in the sales process.**

By diffusing the tension and pressure in the sales process between you and your prospect, you bring both of you closer to an honest and truthful conversation.

05 **I recognize that the sale is lost at the beginning of the process and not the end.**

By being keenly aware of the sensitivity of the first few moments when you first interact with your prospect, you'll be able to adjust your mindset and behavior so that you stay in the “present moment” rather than thinking about “moving forward”.

06

I will change my languaging away from “sales speak” to natural languaging that connects with people.

By using phrases like “would you be open” instead of “would you be interested”, you immediately set yourself apart as someone who is patient, open minded and willing to listen.

07

I will do everything possible to stop “chasing” prospects so that I can preserve my dignity.

By creating an open “pressure-free” environment with your prospects, you set the tone of equality so that you both respect each other and your prospect can treat you as a human being instead of as a “sales person”.

08

I will understand my prospect’s problems deeply so that they feel “understood” by me.

By having a deep understanding of the problems that your prospects experience everyday, the easier it will be for you to really feel that you know and care about their true situation.

09

I will focus on my ability to connect with my prospects rather than my speed to get through them.

By focusing on your ability to make a true connection with each prospect you interact with, you’ll get better at staying in the “present moment” so they know they can trust you.

10

I will use the Unlock The Game® Mindset in both my business and personal life because relationships are the same in both worlds.

By also applying the principles of the Mindset in your personal life, with people you care about, you’ll begin to see a deeper trust being built that can strengthen your relationships for the long term.