

Winning Unconditional Trust In Sales

How Different Expectations Affect Trust

| Expectation ... | When You're Performing Well, Your Buyer Is ... | When You're Not, Your Buyer Is ... |
|---|---|---------------------------------------|
| Universal Expectation | ... Ambivalent | ... Disillusioned |
| + timely return of calls | — no gain of trust | — major loss of trust |
| + warm greeting and inquiry | — no gain of trust | — major loss of trust |
| + total customer focus | — no gain of trust | — major loss of trust |
| When builder fails to set expectations: | ... Satisfied | ... Disappointed |
| + polite, never short | — low gain of trust | — medium loss of trust |
| + messages between divisions aren't conflicting | — low gain of trust | — medium loss of trust |
| + speak well of competitor | — low gain of trust | — medium loss of trust |
| When builder sets expectations; under promising and over delivering: | ... Delighted | ... Dissatisfied |
| + personal tour | + major gain of trust | — high loss of trust |
| + offered bottled water | + major gain of trust | — high loss of trust |
| + empathetic questioning | + major gain of trust | — high loss of trust |
| + prepared to deal with children during sale | + major gain of trust | — high loss of trust |
| + honest throughout process | + major gain of trust | — high loss of trust |
| + demonstrate knowledge and availability of home features | + major gain of trust | — high loss of trust |

SOURCE: ELIANT, WWW.ELIANT.COM.

Even the simplest expectations, if left unmet, can cause a buyer to be dissatisfied. Note that for universal expectations, such as the timely return of phone calls, you won't gain trust for completing the task as expected, but you will suffer a major loss of trust for not completing this task.