

Trust Based Marketing

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Key Ideas

- Understanding your customer
- Doctor or Salesman
- How does the customer perceive you
- Social Proof/Familiarity

Understanding your customer

- "They don't care how much you know, until they know how much you care."
- Your Customer's PRIMARY Desires
 - Building a complete list of your customer's desires
- Common Fears, Anxieties, Frustrations in this area
 - most important question in his mind

Doctor or Salesman

- Salesman

- Biggest Handicap:
 - SEEN, PERCEIVED, THOUGHT of as a Salesman
- If It Looks Like a Salesman, Walks Like a Salesman, and Quacks Like a Salesman, Hey, It's a Salesman!
 - Pliable, Too Eager, Pushy, Easily and Readily accessible, Pushing Products

- Doctor

- Do Diagnosis and prescription
 - You ascend to a high-trust position.
- How Can You Best Reinforce a High-Trust Advisor Position?
 - Greatest desire of all : to be empathetically understood, appreciated, and respected. Empathy creates trust. Fast.

How does the customer perceive you – not what you say

- Is he "for real"?
 - BE authentic.
- telling me the truth? (Believability)
 - Who you have made yourself in client's mind is far more influential than what you say
- knowledgeable and competent? (Credibility)
 - Demonstrations
- listening - or just "peddling"?
 - Generic Solutions v/s customized Solution
- can he be relied on? (Safety)
 - #1: Familiarity: You can rent the known, respected, trusted brand.
 - #2: Safety in Numbers can be a persuasive substitute
- Do I understand (enough about) what he's going to do for me? (Comfort)
 - Knowing and understanding enough of why and how your product or service works.
- Is he appropriate for me? (Feasibility of Relationship)
 - Will MY needs be met by THIS person?

Social Proof/Familiarity

- We trust the word of a familiar friend more easily than that of a stranger
 - even though
 - friend might be ignorant
 - stranger an expert.
- "pass along" Trust
 - You trust somebody because somebody you trust trusts him.
- The Trust Virus
 - Gain the trust of key centers of influence within any target group
 - in which you seek to develop a clientele.
 - Invest in securing that trust.
- Trust-matured
 - If you are Working with "green" and "cold" prospects who aren't trust-matured,
 - you or your people are undoubtedly working harder than necessary for inferior results
 - likely succeeding only at exchanging labor for income, not at building equity.
 - A system for developing trust-matured prospects can transform a business.