

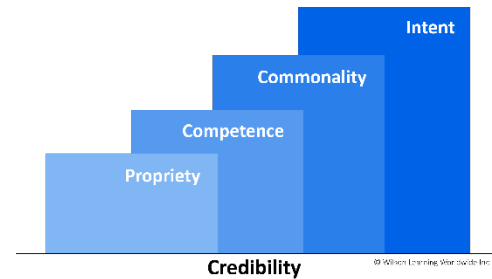
# Credibility Model Coaching Guide

Time	10 to 30 minutes (depending on number of salespeople)
Purpose	To identify salesperson actions that can speed up the sales process by demonstrating all elements of credibility
Process	One-on-one or team meeting
Payoff	Customers will have greater respect for your salespeople and, as a result, be more likely to buy

## Overview

To develop a trusting relationship with a customer, your salespeople need to develop Credibility by:

- Meeting the customers' **Propriety** expectations.
- Showing their **Competence** with customers.
- Establishing **Commonality** with customers.
- Expressing their **Positive Intent** with customers.

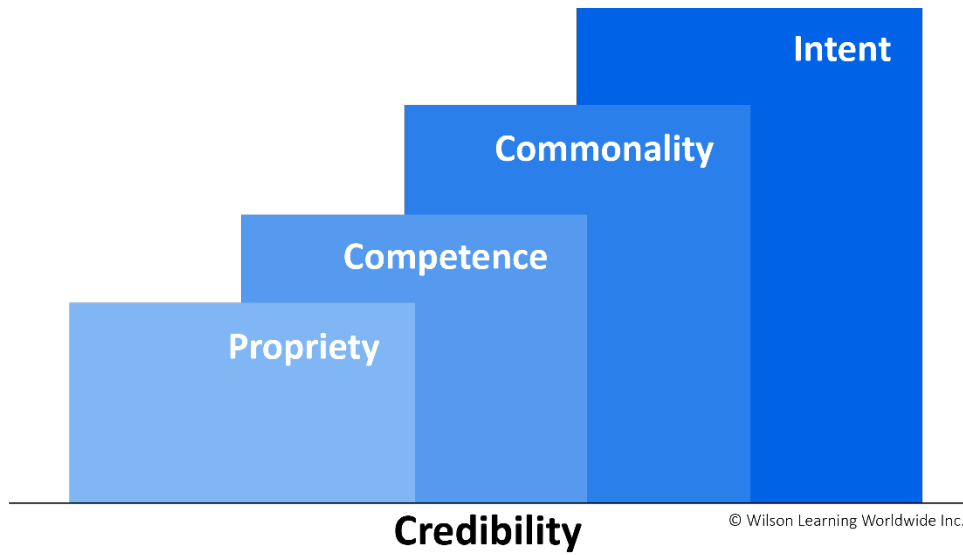


## Instructions

Your salespeople were given a weekly challenge to identify ways to build Credibility. Hold a brief meeting so your sales team can share their experiences:

1. Using the graphic and **Credibility Review Chart** on the next page, review the Credibility model.
2. For each factor, have the team members identify specific statements or actions that they have used to demonstrate that factor. You can do this as a large group, or to save time, divide into small groups and have each group complete one or two of the Credibility model elements.
3. Record the actions on the **Ways to Demonstrate Credibility Chart** (page 3). After the session, send to the team the completed set of statements to use with customers.

# Credibility Review



	Before	During
<b>Propriety</b>	<input type="checkbox"/> Ask about formal vs. informal work environment. <input type="checkbox"/> At a lunch or dinner, consider the etiquette common to the restaurant.	<input type="checkbox"/> Avoid jargon and slang in your speech. <input type="checkbox"/> Be aware of the customer’s communication style.
	<b>After</b>	
	<input type="checkbox"/> Send a thank-you note. <input type="checkbox"/> Avoid acronyms and abbreviations in text messages and e-mails.	
<b>Competence</b>	<input type="checkbox"/> Research customer’s products and operations. <input type="checkbox"/> Research customer’s industry. <input type="checkbox"/> Have information on your company.	<input type="checkbox"/> Describe your experience in the field. <input type="checkbox"/> Describe training and education. <input type="checkbox"/> Be prepared to speak to your relevant experience.
	<b>After</b>	
	<input type="checkbox"/> Document knowledge gained from meeting. <input type="checkbox"/> Request next meeting in a way that expands upon current knowledge.	
<b>Commonality</b>	<input type="checkbox"/> Research customer’s background—look for common experiences or contacts. <input type="checkbox"/> Read customer’s mission or vision statement.	<input type="checkbox"/> Focus on work/business-related commonalities. <input type="checkbox"/> Discuss similarities in companies’ philosophies.
	<b>After</b>	
	<input type="checkbox"/> Follow up with article, website, or other common interest. <input type="checkbox"/> Reference shared sources of expertise that can be utilized in addressing the customer’s problem.	
<b>Intent</b>	<input type="checkbox"/> Be in a problem-solving, Counselor Selling, mindset. <input type="checkbox"/> Anticipate the customer’s questions. <input type="checkbox"/> Be clear about goals and objectives.	<input type="checkbox"/> Start the meeting with a clear purpose statement. <input type="checkbox"/> Focus on customer’s needs, not your products.
	<b>After</b>	
	<input type="checkbox"/> Introduce other resources that might be helpful.	

# Ways to Demonstrate Credibility

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<p>Propriety</p> <ul style="list-style-type: none"><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li></ul>	<p>Commonality</p> <ul style="list-style-type: none"><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li></ul>
<p>Competence</p> <ul style="list-style-type: none"><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li></ul>	<p>Intent</p> <ul style="list-style-type: none"><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li><li>■</li></ul>