**Trust & Respect Process (High Prob Sell)**

PURPOSE

To shift your objective from getting the prospect to buy, to determining whether there is a mutually acceptable basis for doing business, and;

To teach you how to:

* Determine whether or not you can trust and respect the prospect.
* Discover what you need to know in order to do business.
* Get a commitment to do business if you can meet the prospect's conditions
* of satisfaction.
* Establish the prospect's conditions of satisfaction.
* Maintain your dignity and self-respect throughout the process.

PITFALLS AND BLOCKS IN IMPLEMENTING HIGH PROBABILITY SELLING:

Listening through what you know, your beliefs.

Thinking you know how you and other people will react to what we'll be doing in here before you experience it personally.

Not willing to be confused.

Not letting go of your personal agenda.

Asking questions about areas we haven't covered yet.

Hoping to blend High Probability® Selling with what you already do.

B. RELATIONSHIP

1. Trust and Respect
2. In High Probability® Selling we only do business with people we trust and respect because:
   1. Unless a relationship of mutual trust and respect is present there is a low probability of doing business.
   2. If you don't trust and respect the customer, the customer knows it and doesn't want to do business with you.
   3. More importantly, if you don't trust and respect the customer, you know it and don't want to do business with him.
   4. If trust and respect aren't present, you don't have a workable relationship.

2. The Trust and Respect Inquiry

Doing a Trust and Respect Inquiry is the most important, and often the most difficult part of the High Probability® Selling process.

When you're doing a Trust and Respect Inquiry with a prospect, your purpose is to discover whom the person inside the prospect is and how he got to be where he is, both personally and professionally.

The process should take between fifteen and twenty minutes with each person. If it takes longer, it's generally because you're being too timid and not asking penetrating questions. This wastes time and bores most prospects.

During this process you don't talk about your product or service. You ask questions in order to find out who they are. To see if this is someone you can trust and respect. To see if this is someone you're willing to do business with.

In order to determine whether you trust and respect someone, you have to really get to know him or her - find out what makes him or her tick. What motivates them and why? What incidents or feelings shaped who they are? How they wound up in their current job? The search goes way beyond surface amenities.

It's not a matter of prying or trying to manipulate them. You only have a limited period of time to spend on a call and you sincerely want to develop a relationship that means something. All meaningful relationships, professional or personal, are based on mutual trust and respect. Everyone prefers to do business with someone they trust and respect. If you don't develop that kind of relationship with a customer and get to know who he/she is, you're just another salesperson to him/her. You have no better chance of doing business with him/her than anyone else.

In order to develop that kind of relationship, you have to be sincerely interested

in the prospect. That kind of sincerity can't be faked. People know when you're asking questions and only pretending to be interested in the answers. When that happens the prospects will cut you short abruptly.

Remember, your purpose in discovering what makes a prospect tick is not to uncover his "hot buttons" or what it will take to convince, persuade or manipulate him to buy. It's to see whether he's the kind of person you're willing to do business with - to see whether you trust and respect him or her.

To do that you probably have to operate in a way that goes against everything you've been taught or conditioned to do in sales. You have to let go of "trying to please," "dancing to the prospect's tune," "getting him to like you," "being interested in what he's interested in", "finding commonality" and "flattering him."

You're not there to impress, entice, or "build rapport." You're not there to "get him to buy." You're there to discover whether there's a mutually acceptable basis for doing business.

Let the words deliver the question, not your tone of voice. Deliver questions like you would say, "It's raining outside."

Resistance comes from a sense of distrust. The process of the Trust and Respect Inquiry creates trust. Resistance doesn't become an issue. When prospects speak openly and honestly with you about things that are personal to them, the further the conversation goes, the more trust they place in you. While that's going on, they're unconsciously very aware of your reactions. To maintain that atmosphere of trust you must be sincerely interested in what they're saying. Your purpose is to get to know them, not to express judgment (either approval or disapproval) about their ideas or feelings.

People usually don't open up areas they aren't willing to talk about. As long as you keep asking questions that are based on the last answer, the person will most likely respond and get more involved in the conversation.

If a prospect says, "My first couple of years on the job were very difficult," ask him "Why?" or "What was difficult about it?" or "What happened?" Don't reply to his statement with, "How many kids do you have?" or "Do you follow the Phillies?" A Trust and Respect Inquiry is a listening-based skill. Listening to what the prospect says. When a person reveals something about himself that's personal, he's honoring you with his trust. If you don't respond with the kind of question that a sincerely interested person would naturally ask, you're indicating that you aren't really interested and that you're just going through the motions. At that point it'll be obvious to him that you're not worthy of trust.

Don't ask leading questions. Don't ask closed end (yes or no) questions. Ask open-ended questions. Open-ended questions give people an opportunity to express themselves rather than answer yes or no.

What we do in High Probability® Selling is counter to what you would comfortably do. What's comfortable is what you've been conditioned to do. Traditional selling encourages fawning, flattery, pretended interest and insincerity. We're a product of that approach so we're comfortable doing it even though we don't feel very good about ourselves when we do it.

Being interested in people, in what makes them tick, and how they got to be where they are, is very natural. That's how we were as children. Remember how you felt when you were little and someone moved in on your street. You probably wanted to know everything about them. You might have asked them, *"Where did you live before? Why did you move here? Did you want to move? What does your dad do?"*

As we grew up we were taught to suppress our natural inquisitiveness in conversation, especially with people we've just met. But it's still there. It's just hidden, and most people aren't aware that it's there. The process of really getting to know someone is an enjoyable and rewarding experience.

Most people have difficulty weighing the merits of competitive offerings, which makes it doubly important for prospects to deal with someone they trust and can rely on. Salespeople invariably beat the drum for their products and tell prospects how wonderful their products are. Because every prospect knows that, they react by discounting just about everything the salesperson says. Yet at the same time, most prospects realize how little they really know in comparison to the vendors, and for that reason look to deal with someone they trust and respect.

Unless you do a Trust and Respect Inquiry, you're just one more Willie Loman.

3. Dealing With Non-Communication.

Suppose the prospect interrupts the process and wants to discuss the specifics of your product or service? What do you do if a prospect wants to "get down to business."?

If this occurs at the beginning of the appointment, you can nod and ask a pertinent and appropriate business question.

FOR EXAMPLE:

You've arrived at a prospect's house that they want to list. You start asking them questions that are not specifically on point and are quickly interrupted with a request to get down to business.

You then ask "business" questions (such as a DISCOVERY OR DISQUALIFICATION question) you need to know which are clearly relevant to the prospect. After a few questions, there will be a natural opportunity to ask them personal questions so that you can get to know them. If the prospects resist your inquiry after a few attempts, then tell them that you only do business with people you trust and respect and this is how you get to know them. So you ask, "Are you willing to have this kind of conversation or not?"

If not, it's time to leave.

4. Mutual Respect

Have standards and stick to them.

Be straightforward and authentic.

No manipulation.

Quietly but firmly maintain adherence to your agenda.

There's no respect if you beg forgiveness before you start. Listen to their answers and respond to them.

If you don't understand what someone says, say so. When you do that, people understand that what they have to say is important to you.

PITFALLS / BLOCKS TO THE TRUST AND RESPECT INQUIRY PROCESS

Listening through what you already know; your beliefs or preconceptions about the person.

Believing that you'll know how other people will react to what you are doing.. .before you experience the reality of it.

Being concerned about what the other person will think of you and this process, positive or negative.

Not being willing to be confused. Not being willing to be uncomfortable.

Attempting to conceal your personal agenda. If your personal agenda is anything except determining whether or not you trust and respect the prospect, the process will not work.

Attempting to use the trust and respect inquiry process as a relationship building or relationship creation tool.

Counting on the trust and respect inquiry to make / persuade the prospect to trust you. Not letting go of your "act". Being concerned about what they think of you. Being concerned about whether you are doing the process perfectly or well enough. Being eloquent instead of real. Being judgmental (approval or disapproval)

**TRUST AND RESPECT INQUIRY PROCESS**

The core intention of a trust and respect inquiry is to learn, in a very short period of time, whether or not you can trust and respect the prospect(s).

It is important to avoid any attempts at getting the prospect to trust and respect you. Our research makes it clear that whatever you determine is your level of trust and respect for the prospect, they will feel the same way about you.

Once you have confirmed the purpose of your visit and conditional commitment to do business, begin the trust and respect inquiry process using one of the "opening" questions. By confirming commitments, you in effect let them know you know where you're going and it helps re-frame the process for you as well.

If you are meeting with more than one person/prospect, do the first trust and respect inquiry with the person that you did not speak with on the phone.

If the prospect is reluctant to participate after several attempts, or if the propect asks why your are asking personal questions, simply state:

"I only do business with people I trust and respect and this how I get to know them. So, do you want to continue, or I should I leave?

**TRUST AND RESPECT INQUIRY SAMPLE QUESTIONS**

Short questions are better than long ones. When in doubt, try "what happened next?" or "what's that about?" The question you're afraid/hesitant to ask is the best one to try. Pay attention to the first part of long or wordy answers and ask your next question about that "first thing".

OPENING

What do you do for a living?

How long have you lived in this house?

How long have you been with this company?

What did you do before that?

Why?

DEEPENING

How did you get started in that business / company / profession?

Why did you decide to major in \_\_\_\_\_\_ in college?

When did you realize that was important to you?

When did you first realize that was something you wanted to do / be?

Did you always want to do that?

What did you always want to do?

What was your first recollection of \_\_\_\_\_\_\_\_\_?

Has it always been that way?

What was it like when you were a little kid?

What were you like when you were a little kid?

How did you do in school? How did your parents feel about that?

What kind of things (about childhood / life / people) do you really get upset about?

MOTIVATING / CLARIFYING

Why did you decide to do that?

What made you want to do that?

Why is that?

How come?

What do you mean?

What's that about?

How do you mean?

What was that like for you?

How did you handle that?

What you do then?

In what way?

TRUST AND RESPECT INQUIRY SAMPLE QUESTIONS (CQNT.) RELATIONSHIP

How did your parents react to that?

What was your relationship like with \_\_\_\_ (when you were very young)?

How did you feel about that?

What was your mom / dad / brother / sister like?

What kind of relationship did you have with him / her?

What was that like for you?

How did you feel about her / him then?

What did you do then?

Who was around when that happened?

What kind of person was your father / mother?

Who was the disciplinarian in the family?

What form did it take?

What was he/she like then?

How did you feel about him/her then?

WRAP UP / COMPLETION

How do you feel about him / her now?

What is your relationship like with him / her now?

Did you ever forgive him / her for that?

What would they say about you?

How do you feel now, looking back on what happened?

If a conflict was not resolved amicably, try asking:

Do you know anyone else who acts in a similar way as that person? Do you feel the same way about anyone else that's similar? What's your relationship like with them?

ALTERNATE QUESTIONS

Nobody gets through their childhood without any traumas, upsets, or conflicts. What were

some of yours like?

It seems like there's something you're avoiding. What's that about?

You say that everything was fine / good / great. Didn't you ever cry or get upset (as a child)?

So what was it all about?

What was so upsetting that you're avoiding (thinking about)?

And what was that about?

THE TRUST AND RESPECT INQUIRY PROCESS

Current Age / Present Time

Determine Trust and Respect

Age in

Years

History

Conflict Resolution?

Traumas, Upsets, Conflicts

Elapsed Time / Meeting Time Minutes

1. Go back chronologically as quickly as possible.
2. Only ask questions based upon answers to previous questions.
3. The "target" age is between 6 and 9 years old.
4. Identify upsets and /or traumas that resulted in conflict, and with whom
   * + - 1. those conflicts happened.
5. Then determine if and how those conflicts with those people were resolved.
6. Ask about the current relationships with those people.

TRUST & RESPECT INQUIRY (SELF) REVIEW WORKSHEET

TRI # 1 With whom?

How deep did you go?

Conflicts uncovered?

How conflicts were resolved?

TRI # 2 With whom?

How deep did you go?

Conflicts uncovered?

How conflicts were resolved?

TRI # 3 With whom?

How deep did you go?

Conflicts uncovered?

How conflicts were resolved?

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POINTS TO REMEMBER

Only do business with people you trust and respect. This process is about you getting to know who they are. If you want to find out what makes someone tick, go to the source; go back in time; as quickly as possible.

The "target age / timeframe" is when the prospect was between 6 and 9 years old. Identify upsets that were traumatic, resulted in conflicts and with whom the conflicts arose.

Then determine if and how those conflicts or relationship issues were resolved by the prospect.

Asking questions doesn't come naturally to most people. Additionally, the questions that make you the most uncomfortable are probably the ones you should ask.

Don't think that because you're feeling uncomfortable when you first learn this process that the prospect is also. These questions seldom make prospects uncomfortable.

Only ask questions that are based on answers to previous questions. That way the questions will always be appropriate. This is a mutual communication process.

Avoid either approving or disapproving (judging) what people say or describe to you. People want to connect, to be heard, without being judged.

The key is to listen and stay focused on the prospect. All the "stuff' on the traditional selling paradigm list comes from talking.

If you don't get to know who your customers are, you're just another salesperson. Unless trust and confidence are established, it's unlikely you will do business. Trust and confidence are established through this process. It just happens. If people want what you're selling and they trust and respect you, they'll do business.

In the process of the Trust and Respect Inquiry, what you're selling is irrelevant. This is a process of self-respect. You never give up your self-respect or treat the prospect disrespectfully.

Appropriateness is moment by moment. It can never be determined beforehand. You are generating the reactions. If the prospect is resistant, you are causing it. Be authentic.

Your emotions are counter-productive and give the prospect something else to resist, and your emotions get in the way of your ability to listen. Given most people's past conditioning, your emotions are mostly unauthentic (agreement, enthusiasm, false sympathy, etc.). In addition, agreement or disagreement, verbally, with emotions or with gestures, is judgmental. Judgments close down the space and make it unsafe for the prospect to communicate openly with you.

Neutrality pulls you into the new paradigm. Your responses pull you into the old paradigm.

Being concerned that it's not going right is inherently manipulative. How we feel about another person is usually a visceral reaction, sort of like intuition. If you're trustworthy it shows and the other person will know it; not in their head necessarily, but in their gut.

"Tell me about yourself' is unauthentic. Always give people choices.

Your willingness to do this process and to focus on the other person is what makes it happen. The questions will come from that.

If you're there to get the sale, you're operating in the traditional selling paradigm by definition.

New Game - Determine whether we can do business versus "Getting the sale!" Your purpose is to discover whether there is a mutually acceptable basis for doing business.

This is a disqualification process.

C. DISCOVERY OR DISQUALIFICATION

After you have determined that you trust and respect the prospect and the conversation is complete you begin the DISCOVERY OR DISQUALIFICATION part of the process.

Most of your time should be spent on the inquiry and DISC OR DISQ - very little on what you have to sell.

It doesn't take finesse or expertise to segue (make the transition) into DISC OR DISQ. The questions don't have to be connected. When someone trusts you they are content to leave the agenda in your hands.

The DISC OR DISQ questions are the questions you need to have answered to do business and be effective.

Don't be lulled into a false sense of security by the relationship you've established. Ask all the DISC OR DISQ questions rigorously.

If someone isn't willing to disclose what you need to know, either they don't want to do business with you or they don't qualify.

All the DISC OR DISQ questions are direct, non-manipulative questions.

These are generic questions - "Why do you need sales training?" not "Why do you need High Probability® Sales training?"

Deliver the questions like they're statements. Let the words deliver the question, not your tone of voice. Deliver the questions like you would say, "It's raining outside."