

# How **trust** helps

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You run a professional service business. You already know trust is essential for attracting and retaining clients.

But you may not be aware of exactly **how** trust helps.

## How trust helps you compete

### 1. Prospects have stronger positive emotions

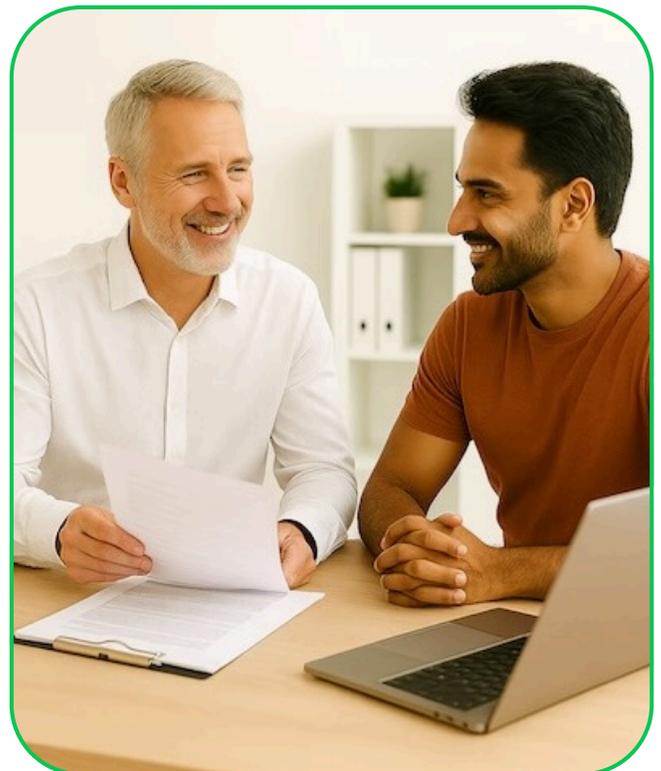
Trust strengthens the positive emotions associated with your business. This matters because we often make decisions emotionally and justify them with logic afterward.

#### **Emotions cut through in ways that information and logic do not.**

Big brands have understood this for years. It's why so many advertisements aim to trigger an emotional response.

### 2. Prospects worry less

When choosing a service provider, prospects worry about all the things that could go wrong. But many of those worries disappear when they trust you. They have faith that you'll be their safety net, taking care of them if things go wrong.



### 3. Prospects decide faster

Since prospects worry less and trust you to take care of them, they're less concerned about small details. That speeds up the decision process.

### 4. Price matters less

Two factors make prospects willing to pay more for someone they trust. First, people put a high value on peace of mind, knowing the chance of success is higher and the risk of problems is lower.

Second, we live in a sceptical world and people don't trust easily. When a prospect finds someone they trust, it feels like discovering a rare gem. The perceived value is higher.

### 5. It helps beat the “do nothing” option

The “do nothing” option is your invisible competitor. Doing nothing is seen as a safer choice than choosing the wrong provider. It's a well-known pattern known as loss aversion. When prospects trust you more, they're more likely to commit to becoming a client instead of delaying or avoiding a decision. This is explored in depth in *The JOLT Effect* [1].

### 6. You become more memorable

The emotions associated with you are remembered, while details like processes, frameworks, and tools are easily forgotten.

### 7. You're not seen as a commodity

You're not “just another” service provider, a commodity in a crowded market. You're seen as distinctive, offering something your competitors don't. **It makes it hard to compare you on price alone.**



### 8. Prospects show more respect and interest

Since you're not seen as a commodity, prospects know they can't easily find another like you. It leads to prospects treating you with more respect. They reply more reliably and engage more consistently. They listen more closely, take your advice seriously, and see more value in your services.

### 9. Competitors struggle to copy the experience

Competitors can copy many things, but **they can't easily copy the trust prospects have in you.**

# Why trust needs to start early

Multiple studies indicate that many buyers prefer to reach a decision before any direct interaction with a service provider. For example:

- Gartner reports that 75% of B2B buyers prefer to buy without speaking to a salesperson [2].
- Another survey concluded the research phase is actually the decision phase: 81% buyers choose a preferred vendor prior to speaking with the vendor [3].

It means that by the time a meeting takes place, the decision has often been made. On the flip side, businesses that expect to win clients in a meeting **may never be contacted at all.**

## References

[1] McKenna, T., & Dixon, M. (2022). *The JOLT Effect: How high performers overcome customer indecision*. Portfolio.

[2] Gartner. (2023). *Future of Sales: The rep-free buying experience*. Gartner for Sales Leaders.

[3] 6sense. (2024). *The 2024 B2B Buyer Experience Report*



To your success.

Martin Puchert

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