

3 Steps For Building Trust and Credibility

Did you know there is a **52%** chance your next prospect will rule you out before even speaking with you?

We conducted research and surveyed more than **600** successful financial professionals to discover how you can overcome the odds by building trust and credibility in three simple steps.

1 Establish your 3 Cs¹

Create a professional bio sheet that includes your:



Credentials
Education, licenses, certifications



Competence
Measurable achievements/results, strengths, areas of focus



Character
Family, hobbies, interests

2 Find an approach

Conversations should follow the acronym **FORM**.



Family

Occupation

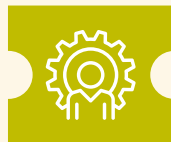
Recreation

Money

Use storytelling to engage your clients. Follow the **STAR** method.²



Situation/Task



Action



Result

3 Determine the fit³

Build an ideal client profile to stay focused on your target markets.



Define You
What makes you unique, strengths and weaknesses, systems and capabilities?



Define Your Client
Identify your current target market and potential markets for expansion



Prioritize Your Markets
Select 1-2 target markets and gain a better understanding of their goals, motivations, challenges and pain points

Key Insights

- “As far as credibility with clients, **follow up** is key.”
- “Credibility is done with **face-to-face** meetings and satisfied client referrals.”
- “Returning calls **promptly** and providing information when promised is key to establishing credibility.”

Quick Facts

- **84%** of consumers trust recommendations from people they know.
- The brain processes images **60x faster** than words.
- **Trust**-related factors, such as referrals, reputation, experience and relationships are the leading reasons why investors begin their relationships with their primary financial services provider.

Key Sources

- ¹ <https://www.americanfunds.com/ria/practice-excellence-center/professional-development/why-every-advisor-needs-a-credibility-statement.html>
- ² <https://medium.com/interview-journal/the-star-method-of-storytelling-4f2bf25ec324>
- ³ <http://blog.thewholebraingroup.com/steps-to-creating-an-ideal-customer-profile>



It pays to keep things simple.®

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