

# Creating Platinum-Level Trust in a Tarnished Trust World

From Carla Cross, CRB, MA 425-392-6914 [www.carlacross.com](http://www.carlacross.com)

We salespeople can't sell anything to anyone without first establishing an exceptional level of trust--an increasingly difficult thing to do. Real estate professionals who strive to create and cement trust will be invaluable to their clients—and will protect their commission structures!

## Ten Tips to Establish Trust

1. Learn non-verbal skills and apply them in writing, on the phone, and in person to establish rapport in an increasingly 'cold inquiry' world.
2. We believe what others say about a salesperson, not what the salesperson says about themselves. Use testimonials; check evaluation websites to see what consumers are saying about you.  
Check out [www.realestateratingz.com](http://www.realestateratingz.com) , [www.incredibleagents.com](http://www.incredibleagents.com) and [www.zillow.com](http://www.zillow.com)
3. Create an after-the-sale survey and use it consistently. If there's something wrong, fix it fast.
4. We believe what we see, not what we hear. Show, don't tell. Use visual presentations consistently.
5. Flip your sales presentations. Ask questions—lots of questions—first. Educate. Finally, sell (well, you won't have to sell).
6. Tell the truth attractively. Show evidence, don't try to scare the client into action by predicting the future.
7. Evaluate the client for long-term relationships. Is the client someone you want to add to your 'tribe'?
8. Use 'tough love' with a client to tell the truth, turn down a client—to stay true to your values. Do what's best for the client.
9. Re-cap. Regularly, stop and re-cap with the client. Do this, too, when you can't meet client expectations.
10. Book of Greatness: Don't brag about yourself in the middle of a presentation. Create a 'Book of Greatness' to use in your pre-first visit so your clients get to know you and your approach to sales.

## Skill enhancers, time savers, and presentation builders:

See [Your Professional Portfolio](#) to assemble an effective 'book of greatness.

See [The Complete Buyer's Agent Toolkit](#)\* to assemble and present your presentations to buyers.

See [Your Client-Based Marketed System](#)\* to create presentations and systems to work effectively with sellers.

See [Objection-Busters for buyers and sellers](#) to handle barriers to a sale.

\*tested and recommended by CRS (Council of Residential Specialists)

# Your 'Trust' Evaluator

Evaluate yourself on how well you establish trust in relationships. "4" is high; "1" is low. Managers: Use this with your agents in a sales meeting to have a provocative discussion.

**The skill** **Rating**

<b>Email communication:</b> You watch the 'predicate' words used by the potential client (look, hear, feel verbs) and mirror them.	
<b>On the phone:</b> You mirror the pace, tone, and modulations of the potential client to create rapport.	
<b>In person:</b> You are conscious where you stand/sit/ and your movements to mirror the client to create rapport and partnering.	
<b>Location of your presentation:</b> If in the client's home—you sit at the kitchen table, (or someplace comfortable and cozy) beside the clients to increase rapport and partnering.	
<b>Negotiation expertise:</b> You have taken at least one course in negotiation skills and explain that to your clients to create more rapport and trust.	
<b>Surveys:</b> You use surveys at closing for every closing. If you do not receive a survey back, you call to get feedback. You fix it fax to assure higher customer satisfaction and retention.	
<b>Thorough evaluation:</b> You evaluate yourself from 3 perspectives: your own goals, your coach's feedback, and feedback from your 'audience' (your client).	
<b>Written interview process:</b> You use a written interview process for all clients to uncover important client needs, provide a professional presentation, qualify, and assure you are serving the client's best interests.	
<b>Visual presentation:</b> You always use a visual presentation for each point of contact: pre-first visit package, presentations, and follow-up reports to hold yourself accountable and provide client trust.	
<b>Substantive proof:</b> You do not predict the future verbally; you show past trends, trends now, and educate the client so the client can make the best decision for himself.	
<b>Ask, not tell first:</b> You do not assume you know what the client wants; you ask extensive questions in the right order to respect and respond to client needs.	
<b>Prove your value:</b> You provide information that has value to the client prior to attempting to get the client to work with you. You earn client trust, not demand it.	
<b>Do you care:</b> You work hard to prove to the client you care more about the client than the commission you will get.	

Tell the truth attractively: You let the evidence speak for you. You don't tell the client something bad will happen if they don't act now.	
Evaluating the client: You look at the client as a long-term investment, not a one-time 'take the money and run' commission.	
Tough love: If you cannot deliver what the client wants (sell an over-priced listing, find a home for what the buyer wants to pay, etc.), you speak honestly and turn the client down.	
Re-cap if things aren't going well: At any time during the transaction, you have the intestinal fortitude to sit down with the clients and review, and 'tell the truth attractively' about their needs, desires, and the reality.	
All about you: You don't disrupt your listing or buyer's presentation with a brag paragraph/testimonials about you. Your 'Book of Greatness' precedes you and goes with the delivery of your pre-first visit package.	

## What can Carla Cross & Co. do for you?

### Help you develop your sales and management career

**In-person speaking:** Carla speaks to companies and associations on subjects focusing on business development and 'people development'. Her specialty is management.

**Resources:** Carla's 6 internationally published books and 20 programs for real estate professionals provide both training and ready-to-use materials for agents and managers.

**Coaching:** Carla Cross Coaching provides individual and small group coaching to real estate agents and leadership.

### Who is Carla Cross?

Carla Cross, President of Carla Cross & Co., is an international speaker, trainer, and coach specializing in business planning and management, with emphasis on effective 'people development'. Her strategies and programs help real estate professionals gain exceptional production and profits. Carla works with affiliates to bring sponsored events to companies and associations. She's the expert the top international franchises turn to when they want innovative coaching and training programs.

She's author of 6 internationally published books and 20 productivity programs used by affiliates to support their agent clients. More of her resources are tested and recommended by CRB and CRS than any other speaker today. A former master level CRB instructor and National Realtor Educator of the Year, Carla was recently named one of 50 most influential women in real estate.

Check out Carla's blogs, with great information and frequent give-aways:

For agents: [Up and Running in 30 Days](#)

For leadership: [Management in a Minute](#)




---

Carla Cross Seminars, Inc. • 1070 Idylwood Dr. S.W. • Issaquah, WA 98027 • (425) 392-6914  
 Fax (425) 392-6414 • VM 1-800-296-2599 • email: carla@carlacross.com • www.carlacross.com