

# 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 advisors to discover how you can overcome the odds by building trust and credibility in three simple steps.

## 1 Establish your 3 Cs<sup>1</sup>

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**.



Use storytelling to engage your clients. Follow the **STAR** method.<sup>2</sup>



**Situation/Task**



**Action**



**Result**

## 3 Determine the fit<sup>3</sup>

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

## Advisor 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

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



It pays to keep things simple.®

*All Sources*

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*INFOGRAPHIC: THE SCIENCE OF STORYTELLING, One Spot (July 2017).*  
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