

Trust Edge Brief

TRUST TODAY



2018 Trust Outlook™

Sales:

38% of respondents said being knowledgeable was most important for sales people to quickly earn trust.

Around the globe, buyers are seeking salespeople who are knowledgeable about the product they are selling—even above explaining the costs clearly!



Training:

76% of respondents said ongoing training would help them trust their employer more.

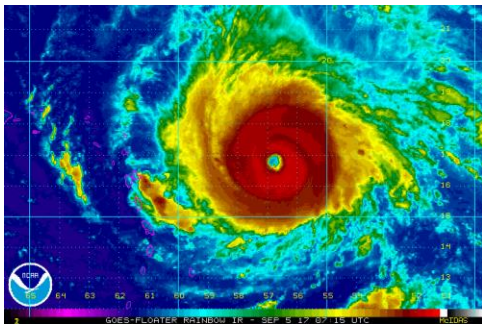
Employees want to work for an organization that they value and where they feel appreciated.



A simple yet vital starting point to show appreciation is to provide ongoing training for individuals and teams.

See the data and get your copy of the whitepaper here:

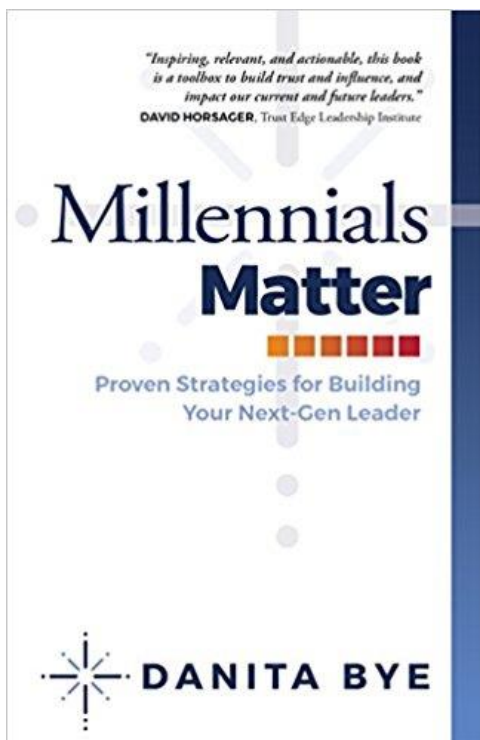
[2018 Trust Outlook](#)



Put Your Trust in Hyper-Relevance

By Wollan, Barton, Ishikawa, & Quiring

Historically, companies have invested billions to personalize their customer experiences. Traditional investments have paved the way to the next level of...[Continue reading](#)

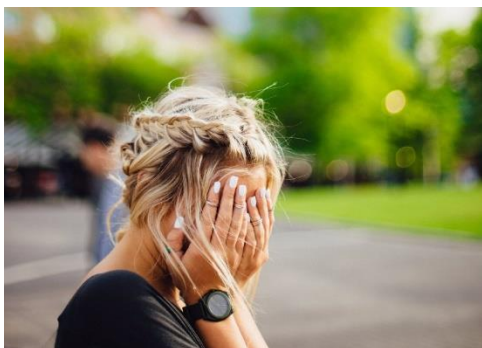


Millennials Matter: Proven Strategies for Building Your Next-Gen Leader

By Danita Bye

In her new book, *Millennials Matter: Proven Strategies for Building Your Next Gen Leader*, Danita addresses these concerns head-on and shares practical, rubber-meets-the-road tips, tools and talk tracks for business leaders who see no hope.

Millennials Matter is filled with practical insights to maximize your business and mobilize your leaders. [Get Your Copy](#)

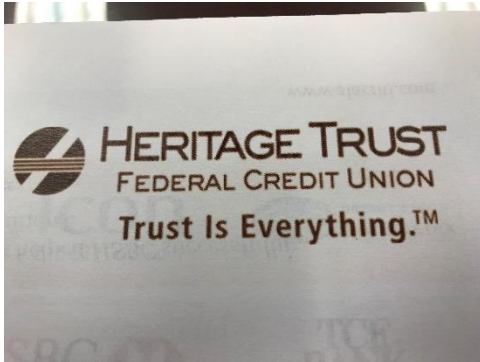


Do This Immediately After Messing Up To Regain Your Boss's Trust Fast

By Art Markman

There are a few simple steps you can take right away to rebuild the trust you've lost—as quickly as humanly possible. Here's what to do and when to do it....[Full Article](#)

BEHIND THE SCENES



The Value of Trust Can Be Spotted Everywhere!

We are grateful to meet those who value trust and prioritize it in their work! This is the motto for Heritage Trust Federal Credit Union in Charleston, S.C.

OPPORTUNITY



Trust Edge Experience™

A proven Sales & Leadership Workshop to Increase Sales, Execute Strategy, and Win More Business. Discover how the Trust Edge Experience™ will drive change and guide you to become most trusted in your industry, enable you to: increase productivity, reputation, customer loyalty, morale, and revenue while decreasing attrition, costs, skepticism, and time to market

[REGISTER HERE](#)



When? January 30, 2018

Where? Baltimore, MD

Why? Trust can be our biggest expense or greatest asset. For the trusted brand, people pay more, come back, and tell others. The trusted leader is followed and the trusted salesperson is bought from.

We know how difficult it can be to develop new business, build high trust relationships and increase revenue. Amidst these challenges, we have to get results and become most trusted in our industries.



What is the workshop? In the first half of the Trust Edge Experience™, we will learn the Case for Trust and the 8 Pillar Framework™. In the second half of the workshop we will look specifically at the top challenges you bring to the event and will solve them using the How? How? How? Strategy™.

To become certified or learn more, call:
651.340.6555

[Register Now](#)



David's speaking forecast:

Jan 22, 2018 | La Quinta, California

Jan 24, 2018 | Las Vegas, California

Jan 30, 2018 | Baltimore, Maryland

Feb 4-11, 2018 | Bangkok, Thailand

Feb 15, 2018 | Grand Rapids, Michigan

Feb 21, 2018 | Orlando, Florida

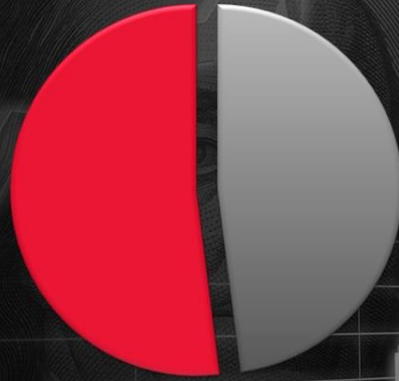
Feb 27, 2018 | Chattanooga, Tennessee

Feb 28, 2018 | Minneapolis, Minnesota

Mar 19, 2018 | San Diego, California
Mar 27, 2018 | Dallas, Texas
Mar 28, 2018 | San Antonio, Texas
Apr 19, 2018 | Orlando, Florida
Apr 28, 2018 | Savannah, Georgia
May 4, 2018 | Marshall, Minnesota
May 15, 2018 | Madison, Wisconsin
May 22, 2018 | Nashville, Tennessee
Jun 19, 2018 | Chicago, Illinois
Jul 15, 2018 | Dallas, Texas
Jul 26, 2018 | Traverse City, Michigan
Aug 6, 2016 | Naples, Florida
Oct 4, 2018 | Minneapolis, Minnesota
Oct 11, 2018 | Indianapolis, Indiana

THE TRUST OUTLOOK™

48% of all
Americans have
invested
\$1,000
or more based
purely on trust.



Trust Outlook™

