

Provocation Deep Dive

Why building trust isn't effective

with Jeff Molander

Founder 

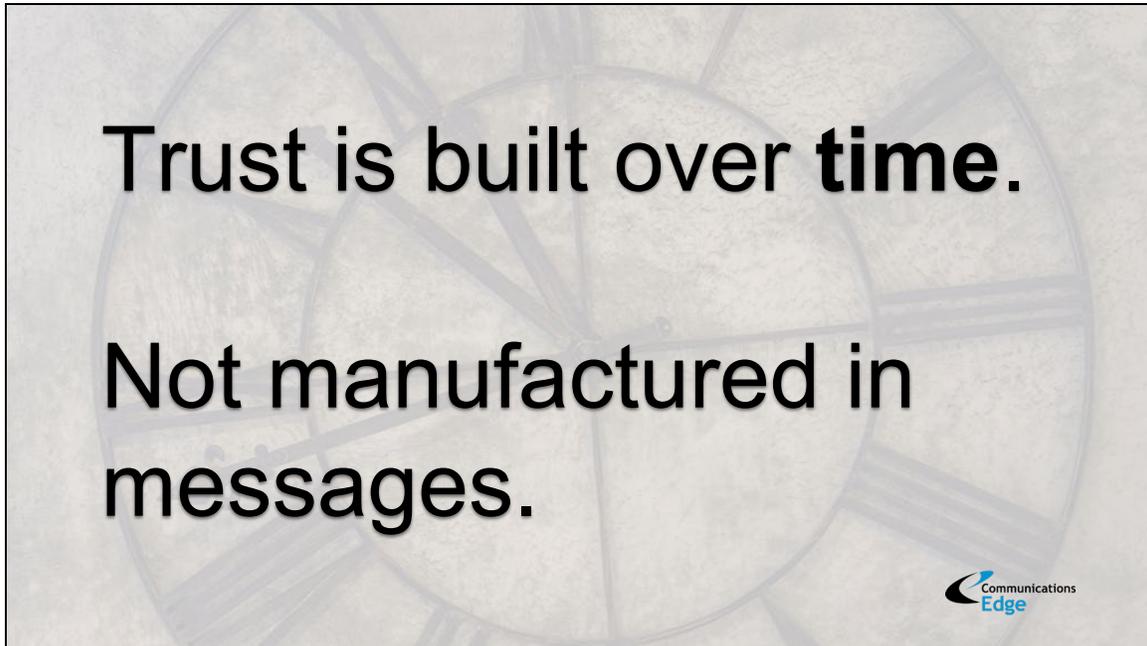


Markus Spiske

Welcome to lesson 3 in our Provocation Deep Dive -- Why Building Trust is Not Effective -- And What to Do Instead. As ridiculous as this statement sounds let me set the context: Early stages of sales outreach. Whether you're working warm leads from trade shows or inbound marketing... OR reaching out to cold contacts. Conventional wisdom dictates: You've got to earn trust. But attempting to build trust in sales outreach is ineffective. Increasingly so. Because trying to create trust -- using a sequence of email, LinkedIn and/or voicemail/call outreach usually results in your lowering your status in the eyes of prospects. When you design messages with earning trust in mind you sabotage yourself. What you end up writing and saying to prospects undermines your goal of getting a conversation started. Let me explain...



Trust is the outcome of a successful strategy. Not the strategy. A moment of silence to let that sink in.... You see, if trust is the outcome... which it is... this means something must come before that outcome. And that something requires a little work. Effort. The gurus don't like talking about it... but creating trust cannot be reduced to hacks. Trust doesn't happen because of some email you send or voicemail you leave. Trust is built over time. Between two people it takes time.



And by the way buying doesn't always require trust to exist. It depends on what you're selling, to whom and when. So bear in mind... If you need to build trust, trust is built over time. It is not manufactured in messages. Trust... and his sister credibility...are often needed but needed later. When your suspect converts into a potential buyer. At a later stage... beyond initial contact. When the customer begins to consider buying. THIS is when credibility will be examined... and the trust building starts.



So let's slow down. First, we'll focus on earning a conversation...a problem-solving conversation. This gives you the chance to advance the conversation forward... and, when the prospect decides, you can begin *earning* their trust. Once you're in the conversation, *then* you have a chance to build trust. Now... as usual be free to disagree with me or ask clarification questions or share a different experience with us down in comments below this video.



If you feel I'm misinformed or misguided push back. I'm a learner too and I'm like you -- trying to figure out how to best go forward in these uncertain times. I don't want to overlook your experience.



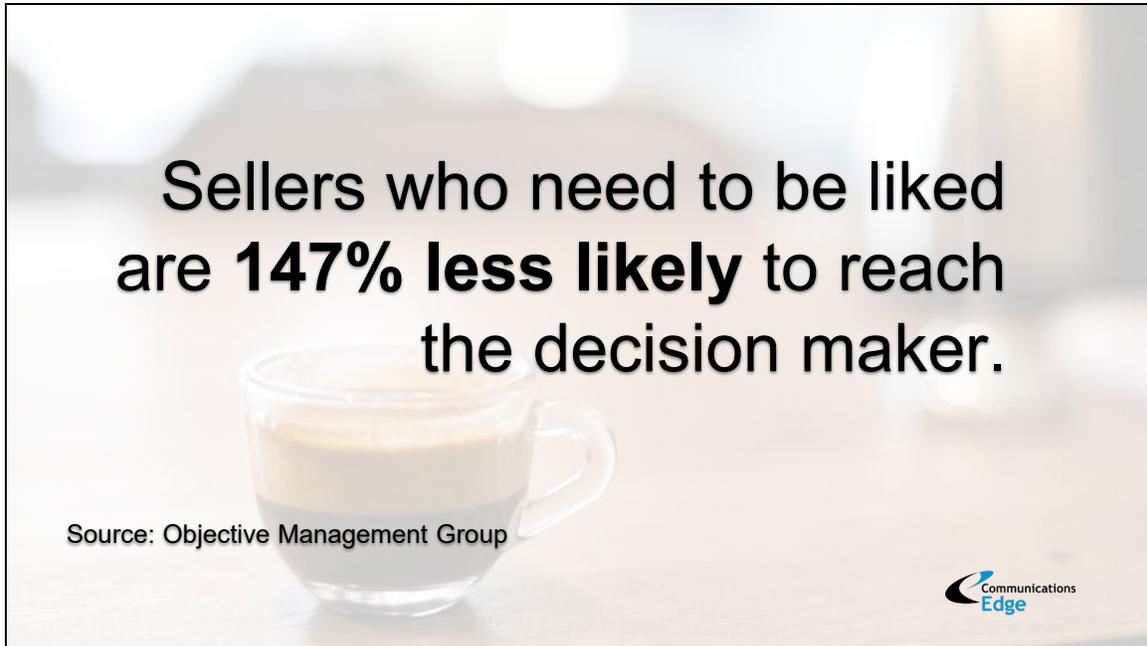
That said, beware of thinking in marketing terms -- like explaining “what’s in it for me” in the email... or to consider writing like Marketers do... with the AIDA model: Get attention, create interest, then desire, then an action. Avoid this thinking. We’re told to use persuasion tactics... and try to create trust and credibility with email. Avoid these tactics. The most important part of changing your success rate is your mindset. Not your tactics. Tactics will follow.



Wrong mindset = wrong tactics



If you're in the marketing mindset... the wrong mindset... you'll use the wrong tactics. Your HABITS will sabotage you. You need to break conventional thinking -- to create messaging that engages. Consider throwing away your marketing mindset when prospecting. The baby and bathwater must both go... in many cases with your messaging. Literally. Total revamp. Because if you don't... I see the results every day you won't get in front of enough customers. People who need you. Mindset. Mindset... what you believe. Like being "known liked and trusted." You need to be liked... in order to sell. Did you know sellers who buy into this thinking are 147% less likely to reach the decision maker?



Sellers who need to be liked
are **147% less likely** to reach
the decision maker.

Source: Objective Management Group



This from Dave Kurlan at Objective Management Group. We covered this before... neediness damages our ability to effectively start -- and forward -- conversations with clients. I'm focusing on mindset because it's critical to your belief system. Your paradigm. Which I aim to change... transform, improve in this course.



The more needy we are the more desperate we feel... the more we fall victim to people saying, “create trust by sharing valuable content with prospects.” That’s nonsense. It’s not that easy. If it was you wouldn’t be here right now! Ok. So what should you do instead? This... and this is just an example, ok?

Example

Dennis, noticing you're not investing in blogging and Facebook ads. Your competitor, ABC Corp is.

Open to my sharing an idea with you--which would allow you to exploit this situation?



There are a bunch of curiosity sparking elements inside this super-short message which make it provocative and effective at generating attention, engagement and response. And this example may not fit your challenge -- at all. However, the principles within likely will. So keep this in mind. This is a technique... a methodology, not a template. Some provocations work in some situations -- some don't and require a different tactic. Ok.

Example

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“Dennis, noticing you’re not investing in blogging and Facebook ads.” This is our main proof point -- the message is not cut-and-pasted spam. We have 2 choices when starting a Tailored message: Observations or insights. If you’re unclear on the difference between Tailored (one to one) and Targeted (one to many) messages let me know in comments or via email so I can point you in the right direction. Or have a look at the Quickstart Course, Lesson number one. Ok... observations like this tend to stop prospects from deleting. Because they demonstrate the sender took time to make this observation. Now observations can also be ineffective. These days they’re becoming less effective. Because they’re easy to make. An insight (more time consuming) may be needed in your situation. Ok... continuing...

Example

Dennis, noticing you're not investing in blogging and Facebook ads. **Your competitor, ABC Corp is.**

Open to my sharing an idea with you--which would allow you to exploit this situation?



“Your competitor, ABC Corp. is.” Boom. Another observation. And a potentially provocative one. Offering information the prospect may or may not have... and may or may not have a strong reaction to. A curiosity-based reaction. Like “I didn’t know that... what else might this sender know about my business that I don’t?” Ok. So far nothing here to build trust. No sharing of content. No meeting request. And no trying to “add value.”

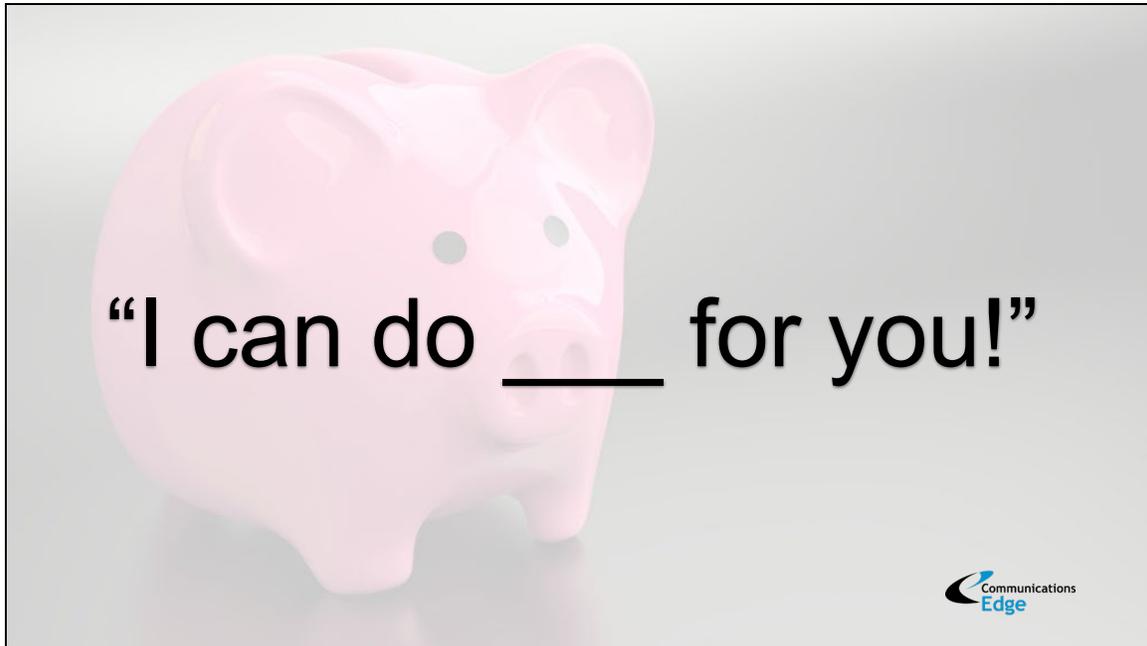
Adding value.



Adding value. Building trust, we're told, starts by adding value. If your email messages don't add value -- customers won't engage. This is simply not true. Nonetheless... we tend to do what marketers do. First, define what we think is valuable content, information. Then, we push it at prospects -- until they finally see all the value and engage. It's a fantasy. Don't buy into it. Here's why: One man's value is another man's garbage. You don't get to define what's valuable. You can only guess at it. The customer defines it. And may define it differently than you. In the end, what you consider valuable -- and push at them -- they, often, consider irrelevant. Already known. Or they see it as a cheap, copy-cat ploy being used by dozens of sellers.



So next time some business guru says, “you’ve got to give to get.” Or “make deposits first” resist the urge to think, “yeah, makes total sense, I can do that... I can give to get.” That thought is most of the problem. Hear me out: Believing in this noble idea causes us to sabotage ourselves. Too often we end up sending an unsolicited, premature message pushing what we think is valuable -- then clumsily shifting to say “I can do [whatever it is you do] for you, Mr/Ms. client ... let’s have a meeting.”



The result: Rejection. Because you're rushing it. By adding value. And if they don't respond you add more value. Whoops. Must have been the lack of value. I'll add more! So you keep sending messages and content -- trying to help. Waiting for the piggy bank to fill up I guess... trying to add more value. Now if that doesn't sound like a marketing campaign I don't know what does. And that is the problem. Plus, we usually pair all these value messages with a meeting request... "I can do this for you." Ok.

Zag



Instead, what if you zagged when everyone is zigging. Avoid giving value first. Or what if you defined value in a different way? Instead, here's what Academy members report works: Help the customer feel an urge to ask you, "Wait... what exactly are you getting at?" Provoke them. Help them feel an urge to invite you into a discussion -- based on the scent of value. Don't smother them with it. Smothering only hurts you and here's why: 1) Value is subjective. 2) Everyone is pushing (mostly the same) content and value at prospects. You're blending in. And 3) The value you push is unsolicited. Unsolicited. Decades of behavioral research proves... the more you offer the less you're going to attract. Attract. Here's the principle..

People value...
MORE what **they** ask for.
LESS what **you** freely offer.



People instinctually value more what they ask for. They value less what you freely offer. Not only in your cold approach. But also on your next approach... the early stages of business courtship. This is why sparking curiosity works better than forcing trust.. to fast-track it. Think about it like dating. If you sit there and talk too much about yourself -- provide valuable content they need to decide if they want to go out again -- guess what? You didn't provide space for the other person to get curious. You'll get a "no decision" basically. You've given away too much. Think about it in your life: You need space to become curious. To be provoked you need less information from the other person. And once you've become curious you feel an urge to ask for more information from the other person. You don't need to be lead to it. You don't need to be persuaded.

Example

Dennis, noticing you're not investing in blogging and Facebook ads. Your competitor, ABC Corp is.

Open to my sharing an idea with you--which would allow you to exploit this situation?



Ok. Coming back to our example..."Open to my sharing an idea with you which would allow you to exploit this situation?" Not "Are you interested in hearing why you should consider?" or "I can explain on a short call." There are specific reasons why this language doesn't perform as well as, instead, "Are you open to my sharing an idea?" But we're not going to share it. Less is more. We want to encourage the other side to become curious about the idea. Notice: We're not trying to create trust. Instead, we prove the seller conducted research on Dennis's status quo situation (the opener) AND understands who he competes with. Note how this example also doesn't ask for a meeting---instead, asks Dennis if he is open to changing his status quo situation based on the competitive situation. Now you may argue this is adding value, if Dennis didn't realize his competitive situation. Ok, I'll buy that.

Example

Dennis, noticing you're not investing in blogging and Facebook ads. Your competitor, ABC Corp is.

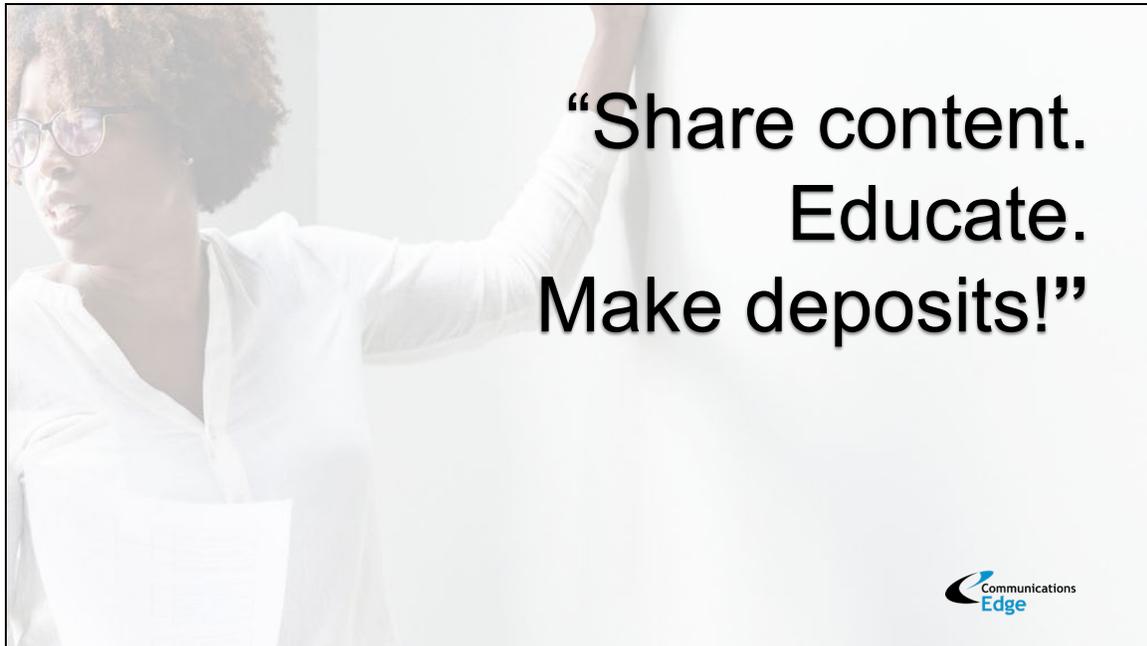
What would cause you to explore these tactics?



An alternate way to conclude... using what we call a Facilitative Question. If you're interested in this super provocative technique get in touch. Because we have great resources for you on these amazing types of open, unbiased, engaging questions. Facilitative questions are one of the most effective tools we have in the toolset. Tons of room to apply -- not only in opening conversations. They're even more effective at forwarding conversations toward closure or customers disqualifying themselves. And in the Quickstart Course Lesson Four covers this as well. On... this question, "What would cause you to explore these tactics?" Notice how it's structured -- to encourage the prospect to consider and reflect on the status quo situation... what would cause him to create change. There are a handful of reasons why these kinds of questions provoke response. So get in touch so we can direct you to resources where you can learn more -- and start applying quickly.



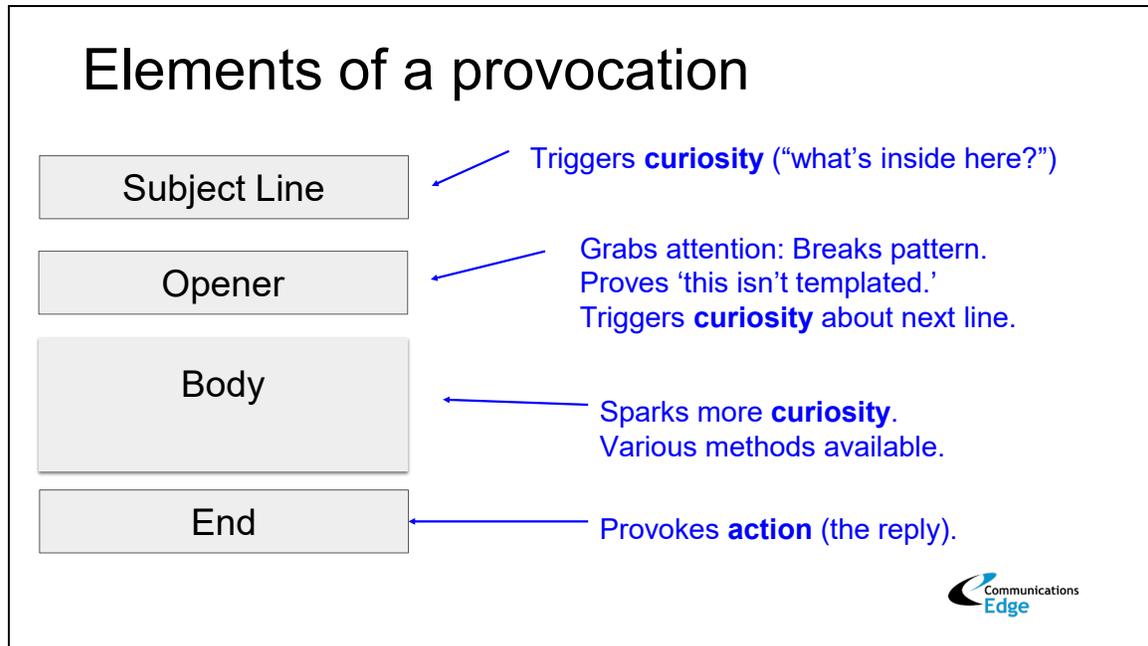
So yes. We must become trusted advisors to customers. It's true. But you cannot hack trust. Trust is built through multiple experiences over time -- not manufactured in a nurture sequence. That's one issue. The other is customers don't trust us to begin with. Actively don't trust us.



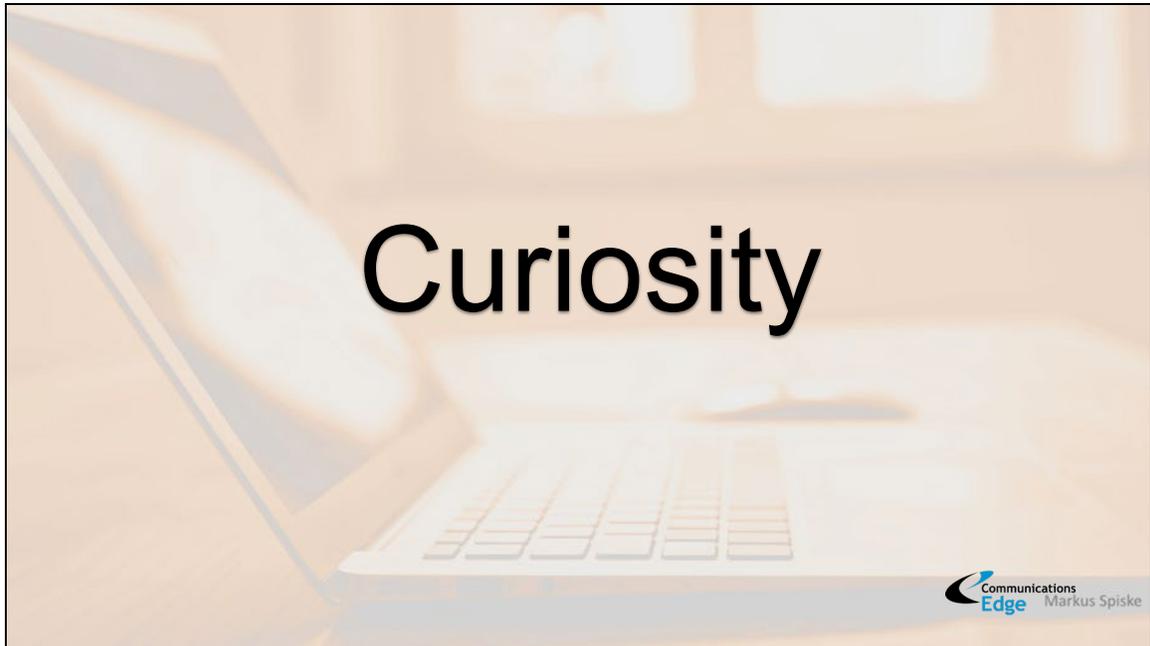
Sharing content, educating and making deposits... when everyone else is following that same pattern... is a great way to blend in with the noise. Establishing trust by sharing content is not realistic. Despite 'experts' saying otherwise.



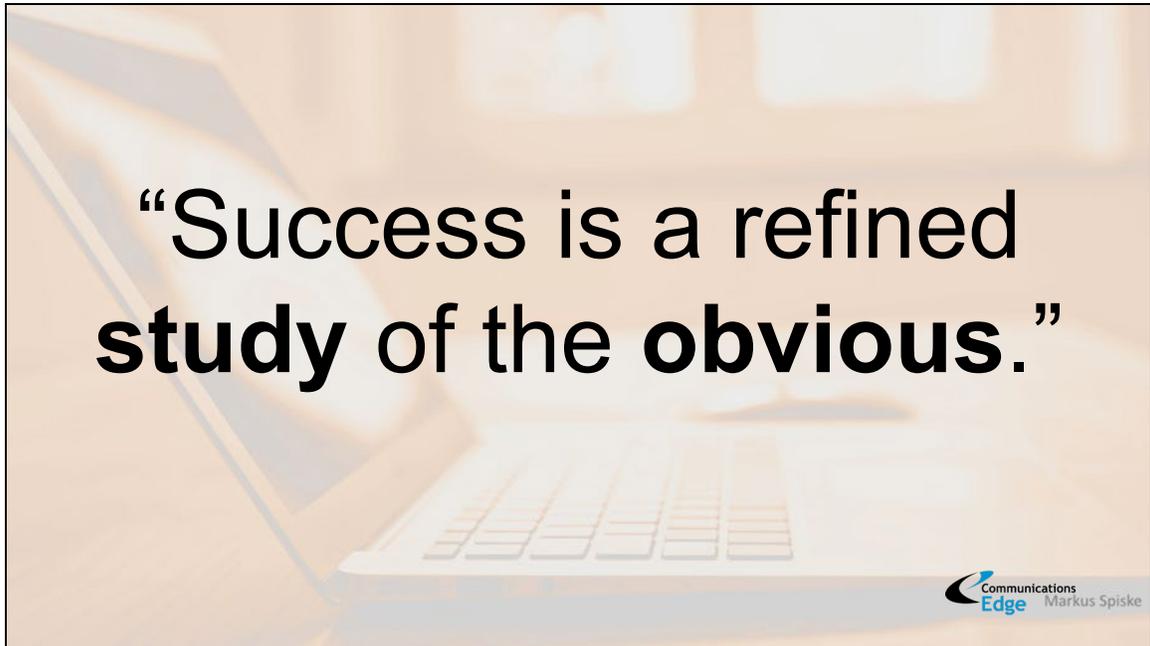
Whether you're going in cold, or chasing a warm inbound lead... create a Pattern Disrupt. Avoid doing what customers expect. Break the pattern. Disrupt what they're used to seeing. Stand out.



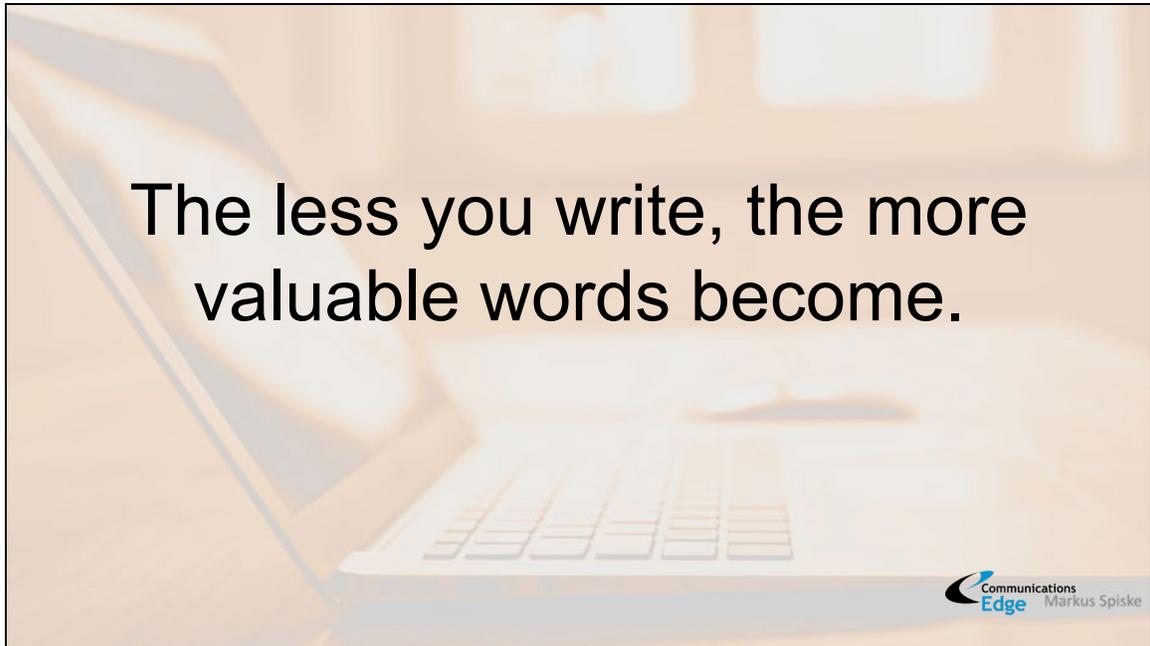
And remember the Spark Selling methodology is simple to follow. It’s not brain surgery but there’s a lot to learn and practice. And this is what we practice together in the community Forum... and in personal coaching if you feel it’s needed. Up top... the subject must trigger curiosity. And we have workshops on Subject lines too. If you need help get in touch. The opener grabs attention by breaking the pattern -- we prove to the reader this isn’t a template. We trigger curiosity about the body... where we have a dozen or so tactical options to trigger more curiosity... to provoke. For example, using social proof in the form of a success story. Story telling is where we’re going next in this course. Because boy are there ever pitfalls in that tactic. But they’re easy to avoid... I’ll show you.



Sparking curiosity requires sending totally different messages.... messages that stand out from 98% of what everyone else is sending. Likewise, what you should expect to get back from customers is also different. And we discussed typical responses in the Quickstart Course. In wrapping, Jim Rohn's words come to mind right now. All of this seems obvious right? Well...



Success is a refined study of the obvious. All of this seems easy and obvious. Well, it can be. But only with the right guidance to help you get on the right path and stay on it. The path to using less words.



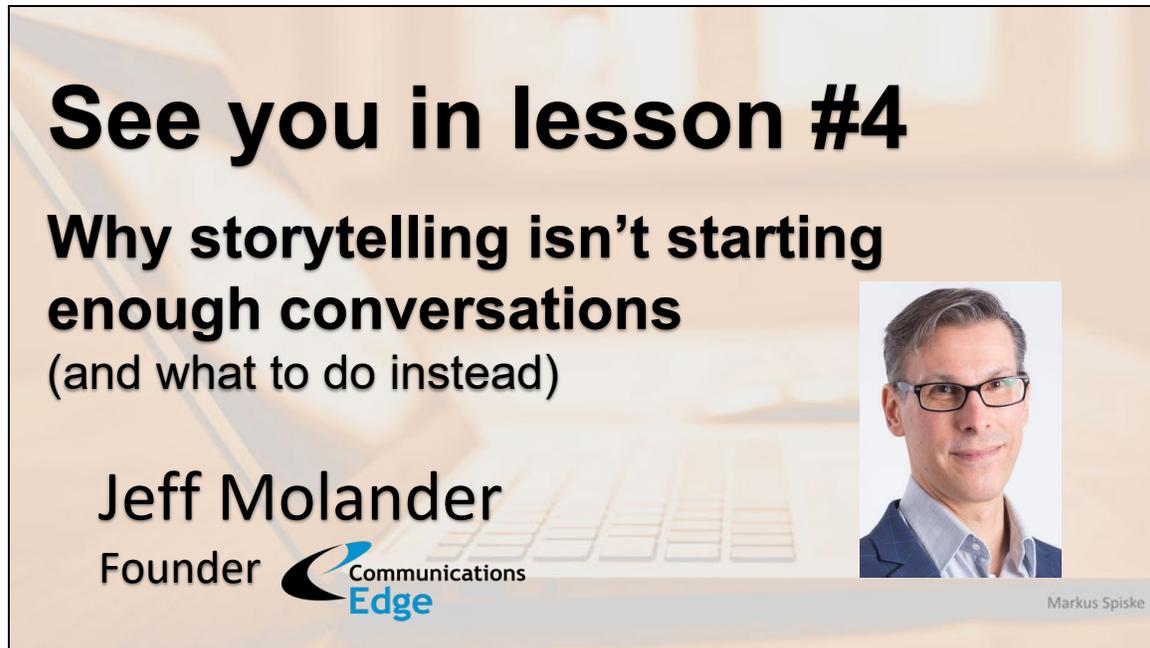
Because the less you write, the more valuable words become. And the more provocative they become.



So let's slow down a little. If you earn the conversation first... a problem-solving conversations... this gives you the chance to begin *earning* trust. Once you're in the conversation, *then* you have a chance to build trust. Over time. Building trust takes time. You may not want to hear this but it's the truth.



Trust is the outcome of a successful strategy. The “experts” have gotten it wrong again. You know, those same people who claim we need to be known, liked and trusted -- in order to sell. Another bad idea. Many of these bad ideas come from marketing mindset. And marketing copywriting has no business in sales.



See you in lesson #4

Why storytelling isn't starting enough conversations (and what to do instead)

Jeff Molander
Founder 



Markus Spiske

Ok with that we'll wrap and see you in lesson 4: Why Storytelling Isn't Starting Enough Conversations -- And What to Do Instead. How persuasive are your stories? Could your "social proof" be stronger? Storytelling's power is generally overrated. Because most stories are told in a marketing context, too soon and neglect proper structure. Result: The story's persuasiveness vanishes. Are your amazing stories using selfish tone? I'll show you simple ways to crank-up effectiveness of case examples, testimonials and stories.