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## LESSON 5: BUILDING TRUST

Have you ever seen the Tonight Show with Johnny Carson, Jay Leno or Jimmy Fallon?

Are you familiar with the opening monologue? You know, the part where he speaks to the audience about current events and makes jokes.

Notice, it's not a conversation. He is speaking to them, but they rarely ever speak back.

This is a monologue. In Latin, *Mono* stands for one. One person is talking here, which is perfect for comedy, but not so hot for sales transactions.

We need to establish a dialogue, or more specifically, a two-way conversation, if we hope to effectively communicate ideas, and feelings, with our customers.

In Latin, the word *dia* means to penetrate through. For us, we need to penetrate through all the preconceived ideas our customers arrived with and show them we are not what they expected. It's the only way we can prove we are not just another salesperson.

For this to happen, we will be working with our customers in two different areas:

- **The Thinking Self (Logic & Competency)**
- **The Feeling Self (Character & Ethics)**

### On the Thinking Self:

It is our ability to create a feeling of safety for our customers, in a way that allows them to freely speak about their concerns. It is our professionalism. It is our knowledge base. It is where logic, and problem-solving live. It is our technique, and our competency.

Our problem-solving skills are necessary if we hope to create the **Best Ownership Experience™** for our customers. In our case it means that not only understanding our lenders, laws, and products, but also having the ability to apply critical thought to your customer's needs, then discussing the right product mix that creates the **Best Ownership Experience™** for them.



**You can be the most well-intentioned person in the world, an honest person, in every way, but if you cannot demonstrate, with competency, how a product helps – you will not be successful.**

So, if we're going to be effective, and help our customers achieve the **Best Ownership Experience™**, we need the ability to communicate in a way that helps people quickly recognize our level of professionalism and competency.

### On the Feeling Self:

This is what we often refer to as a “gut” feeling. It is the desire to be fair. It's our ability to *feel* empathy for others. It is where love, art, and passion originate. It is doing the right thing. It is our intent, our purpose, our character.

A good deal of the material F&I managers learn during F&I training are designed for the Thinking Self. Techniques like word-tracks and closes are about making people think, but if those techniques do not serve your intent, your purpose, your character, then everything you do will seem inauthentic or “salesy”. It will merely be manipulation.

If our Feeling Self fails to connect, then our customers won't open up and communicate with us, transparency will diminish, and it's highly unlikely that they will ever *feel* safe enough to trust us. They will believe there are zero reasons to buy what you're trying to sell them. Even when the benefits of the product are clear, the customer will still say “No”.

On the other hand, if we can connect, and our customers are comfortable, open and honest with us, we will have a chance.

### On putting the Thinking Self and Feeling Self together:

So, let's say we connect. Your Feeling Self has formed an opinion that I'm a pretty good person, yet I fail to bring more intellectual rigor to justify why you could benefit from a product I'm offering. Then, you'll still say “no”.

So, when taking the time to build or construct your dialogue with the customers, we must work on both dimensions, Thinking & Feeling, if we hope to inspire trust.

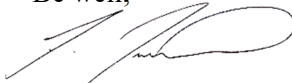


The first dimension is using our Feeling Self by being transparent in our communication and showing that our true intent is to offer and discuss products that truly help. This is grounded in our belief in those products, and our ability to highly endorse those products.

The second dimension is using our Thinking Self by showing our competency, our knowledge, as it relates to our products. Knowing and showing exactly how the proposed product helps people. To be more concise, we must be knowledgeable, and show our good intent if we hope to generate trust.

Our product knowledge and closing skills are worthless if we can't get past the customer's "GUT FEELING" – the feeling that is causing them to stall in the first place. And our good intentions are worthless if we don't understand how our products actually solve their problems.

Be well,



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For more information like this, please check out my book, **The Art of F&I** available everywhere.