



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
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A little girl and her father were crossing a bridge. Father was kind of scared so he asked his little daughter, “Sweetheart, please hold my hand so that you don’t fall into the river.” The little girl said, “No, Dad. You hold my hand.” “What’s the difference?” asked the puzzled father. “There’s a big difference,” replied the little girl. “If I hold your hand and something happens to me, chances are that I may let your hand go. But if you hold my hand, I know for sure that no matter what happens, you will never let my hand go.”

This little story is the essence of trust. Trust will make or break us. It can take years to earn trust and just one moment to break it for good.

What and why is trust so important? In this Monday Motivator we’re only going to focus on personal and professional relationships. For example, in business the very first element of a good sales opportunity starts with trust. Without trust there’s not going to be much happening beyond a hand shake.

Trust is what happens when two or more people believe one or more others. A good example of this is summed up in the main role of a parachute jumper. He or she usually packs the chute because just one tiny mistake in packing this life saving device can result in great injury or death.



If you were going to jump out of an airplane at 10,000 feet how important would it be for you to trust that the person who packed your parachute was paying attention to the details? Might you feel better about this if you packed it yourself? Many who enjoy jumping say that they quickly learn how to pack a parachute and do it themselves in order to have trust in the proper operation of the chute.

Now let's look at the subject of business. In business, most companies start out with an uphill challenge in the area of trust. Thus, we hear ads that try to build trust into a product before you even buy it. But in recent times we have learned of a car manufacturer tampering with computer controls that fool testing processes into reporting exhaust results that are fiction. After millions of cars were bought on the basis of environmental benefits we learned that in fact, we were adding more pollution to the air instead of preventing it.



Do you think trust in that automotive brand name will be an issue going forward? Of course it will. As a result, both individuals as well as business owners do everything they can to earn the trust of the public.

As we mentioned, it can take years to earn trust and only one day to lose it. It can then take decades to get it back. There are countless examples of business missteps that ended entire companies or brands due to this very issue. From unsafe foods to unsafe cars there are examples from every business type.

Earning trust starts with the word integrity. Integrity means doing what we say we are going to do. It also means servicing the belief that customers put in us every day so there are no surprises to the detriment of the customer. In the early days of retail business there were many very visible examples of forcing trust into the transaction. For example, early gas pumps would pump gas into a vehicle but the buyer had no way of knowing if s/he was getting the quantity being paid for. So the pump makers added a clear glass container at the top of the pump so the customer could see the volume of gas about to be added to the vehicle before it was added. The image here shows what this looked like.



Today we take for granted that if we buy 10 gallons of gas we get 10 gallons and we depend on the state regulators to ensure this. Every gas pump has a tag on it that shows the last time it was inspected for accuracy. Still, do we really know if we're getting 10 gallons?

Trust must be protected no matter the cost. The reason is that the cost to regain it will be staggering compared to keeping it intact to begin with. The word "RECALL" has become so frequent in our society that we wonder if we

can trust any company to treat its customers with the respect and support they deserve. Some recalls are a matter of accidents while some are simply calculated into the supply chain to be dealt with if they get caught.

In summary, trust is vital to business or personal success. Let's start with being truthful, clear, on purpose and operate with integrity. Trust, Discovery, Value, Economics and the Close. As you can see everything starts with Trust. No matter whether you are the local grocery store or the local gold dealer it all comes down to the customer believing in what he or she sees! Corporate greed seems to know no bounds. We have heard on 60 Minutes that what we thought was pure olive oil seems to be something else after all. We're paying for a product we're not getting due to a few people in the food packaging business finding ways to rob us, not with a gun, but with a simple bottle of olive oil. What's next? This is the loss of trust we are talking about; hard to earn, easy to lose and nearly impossible to get back. As always, here are a few online and reading tips if you want to research this topic further:



<https://www.google.com/search?q=books+on+trust+in+business&espv=2&biw=2560&bih=1224&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKewjdvDds6PKAhUS92MKHQgSCUUQsAQIOw&dpr=0.75>

Until next week, if you know of any business that can use the benefits of highly effective coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.