



5 TIPS

HOW TO CREATE TRUST

- 01 Take the time to **understand your customer**, his environment and his topics
- 02 Do not only keep an eye on the contents and topics of the customer, but on **the person behind** them
- 03 Avoid monologues, listen carefully and ask **empathic questions**
- 04 **Refrain from self-optimization** if you want to be efficient
- 05 Let the customer look **beyond his horizon**