

Enhance Your Credibility

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In our February 2103 Newsletter, Dom wrote about the importance of Authentic Leadership. Building on this theme is a piece by Geoffrey James who has the world's most visited sales oriented blog [Sales Source](#). In it he offers 6 ways to enhance your credibility. They are:

1. **Be genuine about who you really are** – the moment you pretend to be more or someone different than you really are you lose credibility. Be yourself, even if all you bring to the table is your willingness to help
2. **Know the legitimate value of what you provide** – when you can honestly describe the contribution (and limitations) of your service and products you create credibility
3. **Have insights based on research and analysis** – learn as much as possible about your potential customers, their industries and latest ways to address their problems
4. **Listen actively, consider carefully, and respond succinctly** – don't be garrulous – instead make the conversation about the customer and their needs – this is all that matters
5. **Never talk or write in “sales-speak”** – don't make unsubstantiated claims – rather, describe how your offering will improve the customer's business
6. **Be a catalyst rather than a hero** – you should try to be the conduit that facilitates solutions to problems and allows the customer to be the hero



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