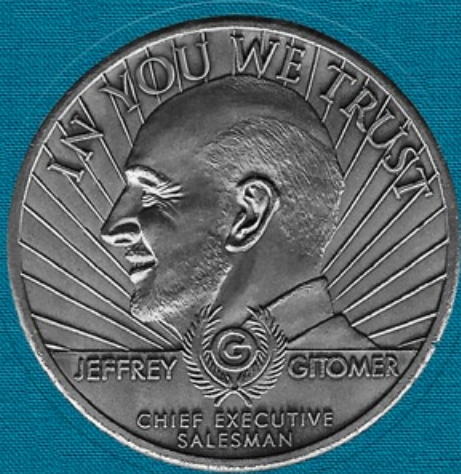


*Jeffrey Gitomer's*  
LITTLE TEAL BOOK of  
**TRUST**



*How to Earn it, Grow it,  
and Keep it to Become a  
TRUSTED ADVISOR  
in Sales, Business, & Life*

## **The Little Teal Book of Trust**

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WHO DO  
YOU TRUST?  
WHO TRUSTS  
YOU?

**Trust is the basis for all relationships. This book will help you:**



**Tell the truth.** This is the number one element of trust AND relationships.

**Do what you say you will do.** This is a test for being trustworthy and reliable.

**Communicate in a timely manner.** This shows you are responsible, on top of it, and that you care.

**Bring value beyond your product or service.** What you do to help others be more successful will be a true reflection of your character.

**Be on time.** Being on time shows you respect the other person's time.

**Be friendly.** Smiling people are the gateway to open communication.

**Be sincere.** This can only come from belief in what you do, loving what you do, and caring for others.

**Show and say genuine thanks.** Be grateful for the opportunity to be of service.

**Be consistent.** I believe this element of trust is the most difficult to master because it combines all the other elements.

**Give trust.** You become trustworthy by giving trust to others.

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