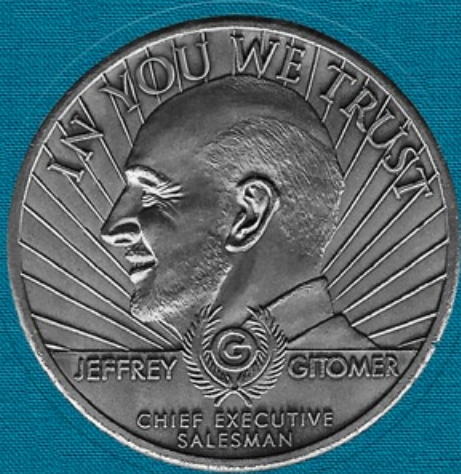


*Jeffrey Gitomer's*  
LITTLE TEAL BOOK of  
**TRUST**



*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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# ASK YOURSELF...

*“Do not trust all men, but trust men of worth; the former course is silly, the latter a mark of prudence.”*

– Democritus (460 BC - 370 BC)



# Do you trust yourself?

Have you ever looked back at a decision you made and scolded yourself, almost punished yourself, for making the wrong decision or realizing you could have made a better decision?

Monday-morning quarterbacks are always correct. They see what could have been done or should have been done on Sunday, and talk about it Monday as though they could have gone back to Sunday and done it themselves.

People who go back and chastise themselves, or second guess themselves, for making a wrong decision or a weak decision continue to set themselves up for failure in future decisions simply because they don't trust themselves.

I maintain that your judgment should always be trusted and never be second guessed.

That doesn't mean you won't make errors. That's why they call it judgment.



But I'm challenging you to look at incorrect decisions as *lessons*, life's lessons.

Mistakes in judgment are the best teachers in the world, and if you choose to learn from them, then you will begin to trust yourself and understand that, correct or incorrect, you were decisive and moved on.

In order for you to understand the elements of this book, you must first learn to trust yourself – your judgments, your actions, and your words both spoken and written. You can't trust others until you trust yourself.

Oh, you may rely on others. Oh, you may be dependent on others. But reliance and dependence are mutually exclusive of trust.

**HERE'S THE SECRET AGAIN:** In order to build trust and become a trusted advisor to others, you have to first trust yourself. This means you have to trust your thinking, your wisdom, your knowledge, your judgment, your instincts, your powers of observation, your powers of deduction, your ability to reason, and your ability to discern.

You must be decisive. Trusted people are not wishy-washy. Trusted people do not pass the buck. Trusted people are willing to bet on themselves.

It's NOT “trust me.”  
It's TRUST YOURSELF.

**“You can’t trust  
others until you  
trust yourself.”**

***– Jeffrey Gitomer***



# Why should you trust others?

Early on in my career, in spite of advice from others and my living environment, I somehow decided to give other people the initial benefit of the doubt. I became a trusting soul. I decided that I would trust everyone until they gave me, or proved to me, reasons why I should not. That philosophy was and remains very risky, especially in my present position where I have much more to lose than I did back then.

BUT, by giving others initial trust, I automatically became wide open to, and accepting of, new ideas, new thoughts, and new strategies for success.

I have found that most people do not initially trust. You see their arms folded. You feel their internal barriers built. If you're old like me, you can remember the Ipana toothpaste commercial with the invisible protective shield. People who lack that vulnerability, or people who have those barriers raised first, will overlook incredible opportunities based on initial prejudgments or even intransigence (thinking no without the possibility of yes).

**ADVICE:** Lower your barriers. Unfold your arms. Be vulnerable. Trust first.

I will admit to you that my philosophy of trusting initially has stung me, hurt me, and even burned me several times. But boy have I won, and won big, as a result of being vulnerable enough to trust. And I challenge you to do the same.



# Why should you take someone's advice?

Taking advice is a very sensitive and delicate process because it usually means someone else has helped you make a decision or made the decision for you, and you were willing to accept it based on a combination of your gut-level feeling and your trust.

The short answer is you're not going to take someone's advice, especially financial advice or advice that could have a major impact on your life, if you don't trust or have a good feeling about the person offering the advice.

*Here are the 4.5 reasons why you will take someone else's advice in order to help you make a decision:*

- 1. You're friends with them.** When you're seeking advice, or when someone is offering unsolicited advice, you'll listen closer if that person is a friend of yours.
- 2. You trust their expertise.** They have a greater degree of knowledge than you do and you're willing to chance trusting them in the hopes that the advice will be accurate and sound, and that the outcome will be what you're hoping for.
- 3. You have a relationship.** This is someone that you've known for a long time – a significant other or a spouse, someone that you have grown to care about, grown to honor, grown to believe, and of course grown to trust.



**4. Your immediate family.** Oftentimes their advice will come in a discouraging manner. And you, like me, ignore the advice until it becomes obvious truth.

**4.5 Battling logic versus emotion as you receive this advice.**

The advice may be logical, but your emotions prevent you from hearing it, much less taking it. The best thing to do is not make an immediate decision where high emotion is involved. Listen to others, write down the facts, the options, and the potential outcomes. Then spend quality time thinking about what's the right thing to do and the best thing to do. The decision will become obvious.



*“The last person’s advice I trusted was  
the math teacher who told me that  
algebra would be useful to me someday!”*

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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