



5 STEPS OF THE CUSTOMER TRUST CONTINUUM

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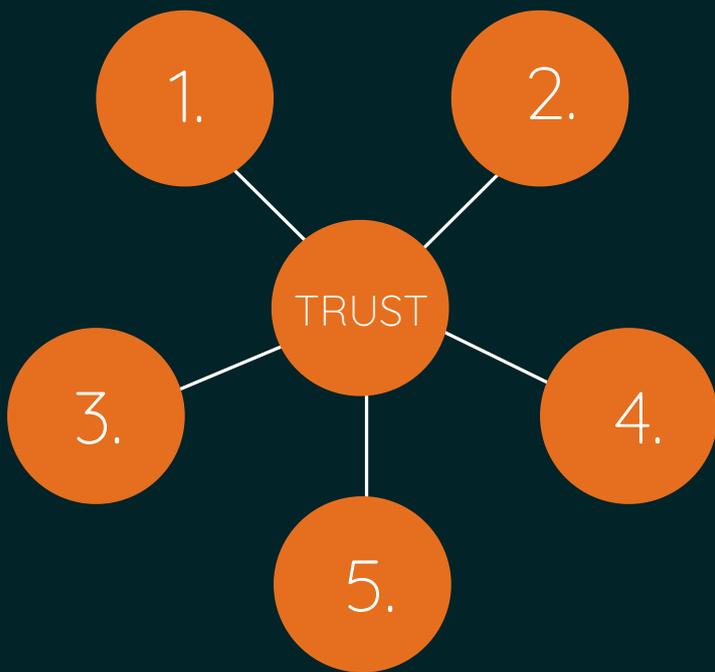
FOUNDER, CUSTOMER MASTERY AND THE
IRREPLACEABLE ADVISORY GROUP

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A survey of 200 customers analysed how they perceived trust at different stages of their relationships with their suppliers. From this, the “5 levels of the Client Trust Continuum™” was born.

If worked on, the 5 steps can determine your ability to grow new opportunities, increase revenue and deepen your relationships.



CUSTOMER TRUST CONTINUUM

1. Credible trust.

You've demonstrated value and shown an understanding of the customer. You've proven you can solve a problem or help them get better.

2. Relational Trust

You're doing business together delivering consistently on what you've said. You now have more access to the customer and better regular communication.

3. Collaborative Trust

You demonstrate a good understanding of their business and creatively help them build a solution that helps them meet a goal. Your customer comes to you with updates, needs and opportunities for your opinion, support or recommendation.

4. Influential Trust

Because you've gone through the first three stages, over time the reputation you build within your customer allows you to get deeper into their business. You're given access to inside information about the customer, different levels of people and more ways to help.

5. Intimate Trust

At this level, you're a trusted and strategic partner who is consistently delivering value at a high level. The customer and the major stakeholders in the organisation trust you without question. They share their hopes, fears and concerns. You are a part of their decision-making process, rather than just finding out the result of what they've already decided.