

6 Steps On How To Instill Confidence Into Your Clients

By Fernando Soave

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What methods can we use to install confidence into your clients ?

1. Give abundant value in everything you sell.

If you want to build up a reputation that will lead to a successful internet business you can't afford to outsmart your client by giving him less value than he's paying for. Whether you are selling goods or services, give excellent value.

2. Know your business.

If those with whom you deal sense that you know your business they will have faith in your business judgement.

3. Tell the truth.

Show your clients they can depend on you. The most important qualities in a businessman are honesty, sincerity and unaffectedness. Everyone with whom you deal should know that any time you tell him something, he can depend on it.

4. Do such a good job that people will want to recommend you.

You have to convince the client that you are honest, sincere and capable of being of service to their friends. Each time you demonstrate these qualities in your business dealings, you make it easier to get profitable referrals.

5. Have your own standard of ethics and live up to it.

No one can really advise you correctly on an ethical question, since each of us has his own, highly personal standards. But whatever those standards are, if you follow them, you will eventually be respected for them. Personally I follow the Golden Rule : "Put yourself in the other fellow's shoes."
Only when you follow the Golden Rule can you really hold the confidence of those with whom you deal.

6. Pay all your bills promptly.

Establish a credit rating and keep it good. If someone wants to know whether or not he can trust you in a business deal, he may consult a company that tabulates and keeps credit ratings.

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Fernando Soave is the author of "Cutting Edge MLM News."
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