



## Mpumalanga: Department of Finance

# Build Trust and Confidence

Presented by: Yvone Mabuza



PURE  
SUNSHINE

LK Center  
Bester Street  
Nelspruit  
Tel +27 13 752 2847  
Fax +27 86 615 8020  
Mobile: +27761411519  
[www.elangeniservices.co.za](http://www.elangeniservices.co.za)

# MEANING OF BUILD

- To form something by combining materials or parts.

# MEANING OF TRUST

Firm reliance on the integrity, ability, or character of a person or thing



# MEANING OF CONFIDENCE

being self-assured, showing self-reliance, or not being anxious or nervous.

# UNDERSTANDING OF TRUST

*It's funny how the people  
that hurt you the most,  
are the ones that  
swore they never would.*

- Trust is the ability to build confidence in a relationship so that both parties believe the other will not intentionally hurt them but will act in their best interest.
- to build trust into our everyday practices and relationships
- to develop institutions in which such practices and relationships are not only possible but also mandatory
- ordinary trust, at home and at the office, where the right kind of conversations, are the only tools needed.

# INGREDIENTS OF TRUST

- **Trust takes time**
- **Building trust requires a certain amount of risk, mostly emotional.**
- **Trust must be built from the other person's perspective**
- **Trust must be nurtured**
- **Don't be afraid (Opposite of trust is fear)**

# SIGNS OF DISTRUST

- **Power or control**
- **Suppressed negative thoughts**
- **Unconscious body language** ( folded arms, scow smile)
- **Belief that others are deceptive without real evidence**



# UNDERSTANDING OF CONFIDENCE

- Confidence is build from trust
- Able to present your work accurately & thorough.
- Client wants to know more about you & your work
- Get compliments & in return boost self confidence
- 
- Want to be better & better all the time





# T & C IN YOUR PRESENTATION

- Understanding the characteristics of a good presenter
- Overcoming the “Fear Factor”
- Applying the presentation process from planning to question and answer sessions
- Analysing the audience
- Successful interaction with the audience, maintaining sound group dynamics.
- Reinforcing the message –key words, pace, transitions, body language
- Using appropriate visual aids to enhance the presentation.
- Drawing successful conclusions

# Marketing - It's All About Trust & Confidence



Quote from Kylann Consulting:

“When I was working in the computer industry years ago, I used to be baffled every time I lost a sale to IBM. I had the better product -- often by far -- I had the better technology, the better software, etc. I was an excellent salesperson, an excellent presenter, and often established a close rapport with my intended clients. But again and again I lost the sale to IBM.

**Why? Lack of trust and confidence.** IBM had the trust and confidence of the prospective consumer even if they didn't have the best solution. At the time, buyers took the attitude that if it were, in any way, a risky decision between any two vendors, go with IBM. You couldn't go wrong with IBM.

**Trust and confidence is as powerful a decision force today as it ever was then.** In fact, it may be MORE powerful than it was then.”



# SIX WAYS TO BUILD CUSTOMER TRUST

- 1. Stop being a cold impersonal business and start being a warm, personable business.** Building the company name is one thing but bringing an actual personality to a business is another.
- 2. Be truthful.** By that I mean, don't tell just part of the truth in your ads.
- 3. Some people say that imitation is the sincerest form of flattery.** It's one thing to be equal to or better than your competitor but it's an entirely different matter to sound like them in your advertising.
- 4. Spell out your guarantee.** Build your reputation for standing behind what you do even when it sometimes costs you.
- 5. Make it easy for customers to complain.** Provide phone numbers, feedback email access and any other ways you can think of for customers to notify you when there is a problem. The longer it takes to resolve a problem the more potential customers will hear about this particular customers dissatisfaction with your company.
- 6. Build on your successes.** Actively solicit testimonials from satisfied customers and display them where customers can easily see them.

# NEGATIVE IMPACT OF DISTRUST IN THE WORKPLACE

- Formation of cliques or groups
- No inter departmental communication
- Delays in submitting projects
- Engaging in negative workplace gossip
- Absence due to feelings of insecurity
- Confrontations
- Loss of revenue



# HOW TO REGAIN TRUST

- Self introspection & forgiveness – give second chances
- Communicate feelings – don't presume
- Give compliments ,
- Training (interpersonal relationship building and effective interpersonal skills)
- & Promotion
- Act with integrity and keep commitments
- Confront hard issues in a timely fashion
- Protect the interest of all employees in a work group.



*"The most important step in entering a new culture is to build trust. Only when people trust us will they listen to what we have to say." Marvin K. Mayers'*

Thank you!

