

Data Is Only As Trusted As The Source

Nowadays we are surrounded by information everywhere we go. News, social media, gossips, ads, propaganda, publications, presentations.

You hear things from your friends, family members, spouses and colleagues.

How do you decide whether to believe or give credit to what you hear?

The task is too difficult, and there is no clear way to say what you just heard is “true” or “factual” or “right”.

Of course, you could always just research it, and investigate it... But who got time for that? Especially in the heat of a conversation?

That is exactly why our mind developed a mechanism to sort out information quickly and label these information as “true” or “false” without a second thought.

How does this mechanism work?

The formula goes something like this:

“If A information is heard from B person, and B person is credible for me, so A information must be true.”

Or...

“If A information is heard from B person, and B person is untrustworthy, so A information must be false.”

What does this mean to you as a sales person? It means that before you present information to your prospect as part of your sales presentation, you should aim to become a credible source of information in the eyes of the prospect.

One can achieve that by being a professional, knowledgeable, honest and helpful.

If you aren't, than get ready. Because you will have to do a lot of convincing in your sales interview in that case.

A trick you can use is have documented proof to back up everything you say. Say the data first, provide proof right after. Eventually the prospect will develop a pattern and will automatically assume that the rest of your data will be as credible as the previous ones.