



LESSON 05

Building Trust

Trust lives at the intersection of the Thinking Self and the Feeling Self.

Have you ever watched the opening monologue on the Tonight Show? Notice — it's not a conversation. The host speaks *to* the audience; they rarely speak back. In Latin, *mono* means one. That's perfect for comedy, but not for a sales transaction.

We need to establish a **dialogue** — a two-way conversation — to communicate ideas and feelings with our customers. In Latin, *dia* means to penetrate through. We need to penetrate through the preconceived ideas our customers arrived with and show them we are not what they expected. It's the only way to prove we're not just another salesperson.

TWO SELVES WE WORK WITH

The Thinking Self — logic & competency. Our knowledge base, our technique, where problem-solving lives.

The Feeling Self — character & ethics. The "gut" feeling, empathy, the desire to be fair, our intent and purpose.

— On the Thinking Self

This is our ability to create a feeling of safety so customers can speak freely about their concerns. It's understanding our lenders, laws, and products — and applying critical thought to the customer's needs to discuss the right product mix that creates the Best Ownership Experience™. You can be the most honest person alive, but if you can't demonstrate *with competency* how a product helps, you won't succeed.

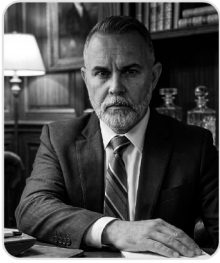
— On the Feeling Self

Techniques like word-tracks and closes are built for the Thinking Self — they make people think. But if those techniques don't serve your intent and character, everything you do seems inauthentic or "salesy." It becomes mere manipulation. If the Feeling Self fails to connect, customers won't open up, transparency drops, and even when the benefits are clear, they'll still say "No."

— Putting them together

If your Feeling Self connects but you fail to bring intellectual rigor for *why* a product helps, the customer still says no. And your product knowledge is worthless if you can't get past the customer's gut feeling in the first place.

// We must be knowledgeable *and* show good intent if we hope to generate trust. Both dimensions — Thinking and Feeling — or neither works.

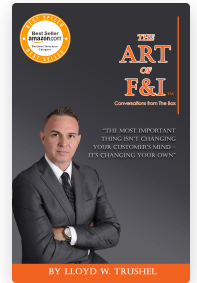


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- 30+ years in automotive F&I
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- F&I training built on trust, not scripts



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