

THE FUTURE STATE OF...TRUST

What role does trust play in the Future State of Sales? As we operate in an increasingly uncertain market, it's more important than ever to build solid relationships. We surveyed over 1,000 business leaders to discover what matters most to them...

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THE 6 DIMENSIONS OF TRUST

"The results from our survey suggest that there are six critical dimensions of trust that drive customer loyalty, retention, increased sales, and profitability."



1. RELIABILITY

90%

OF RESPONDENTS indicated it was critical to:

- Deliver on promises
- Provide excellent customer service
- Offer high quality products & services

69%

OF RESPONDENTS indicated it was critical to:

- Be proactive and listen to the customer
- Educate, inspire and challenge the customer to change
- Really understand the customer's industry



2. COMPETENCY



3. INTEGRITY

66%

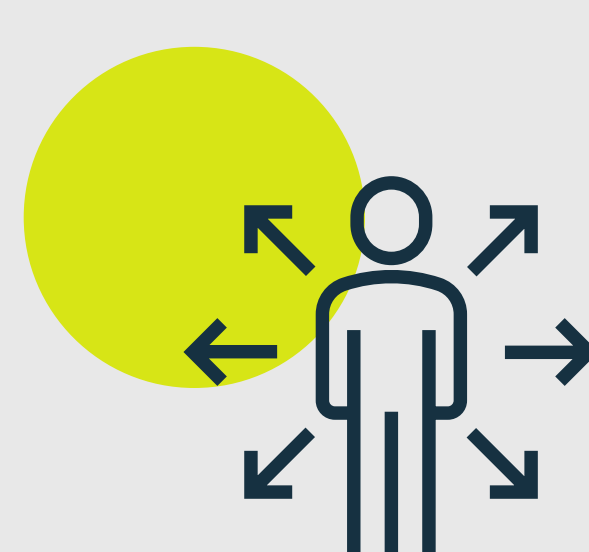
OF RESPONDENTS indicated it was critical to:

- Stand by authentic principles & values
- Provide truthful, unbiased, and reliable information
- Be natural, transparent, and genuine in communication

54%

OF RESPONDENTS indicated it was critical to:

- Be driven by a purpose beyond profit
- Work to protect the environment
- Foster diversity, equity, and inclusion in the workplace



4. PURPOSE



5. REPUTATION

46%

OF RESPONDENTS indicated it was critical to:

- Bring new insights based on ideas and trends
- Be perceived as an industry thought leader
- Embrace validation by influencers, reviews & referrals

38%

OF RESPONDENTS indicated it was critical to:

- Ensure integrity and protection of customer data
- Provide secure documents that can't be tampered with
- Securely authenticate any signatory's identity



6. SECURITY

WANT TO LEARN MORE?

With 99% of respondents saying that trust is critical in building long-term relationships with their clients, isn't it time that you discovered how? Download your free copy of 'The Future State of Trust' today to learn more.

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