

# 3 ways to quickly *build* and *earn trust* on virtual sales calls

When your sellers are on virtual calls with existing customers, they probably enjoy a measure of built-in credibility. Your customers know you, so there's a feeling of trust and earned authority.

But when everyone on the call doesn't already know each other—what then? In virtual meetings, your remote buyers need extra reassurance that they can trust your message *and* your messengers. Here are three science-backed ways your sellers can quickly cultivate credibility in your buyers' eyes.

## 1

### don't split the presentation

When possible, **avoid assigning a presentation to two speakers**, even if they have good presentation skills. If you must include a speaker with subpar skills, ask them to deliver the least important part of the presentation, or to start the presentation, so your buyers are in a positive state of mind at the end.

Neuroscience research shows that watching an entire presentation delivered by only one speaker with good presentation skills puts the audience in an optimally relaxed state. But splitting the presentation between two speakers put the audience in a negative state of mind.

## 2

### invite introductions

Avoid having one person introduce every team member. Instead, **invite attendees to introduce themselves one a time**, and keep introductions brief.

Research shows that buyers enjoy listening to short introductions from each attendee, rather than to one speaker introducing everyone in the group. Attendees will be happier and more relaxed when each person introduces themselves, but they can become bored when one person introduces the other attendees.

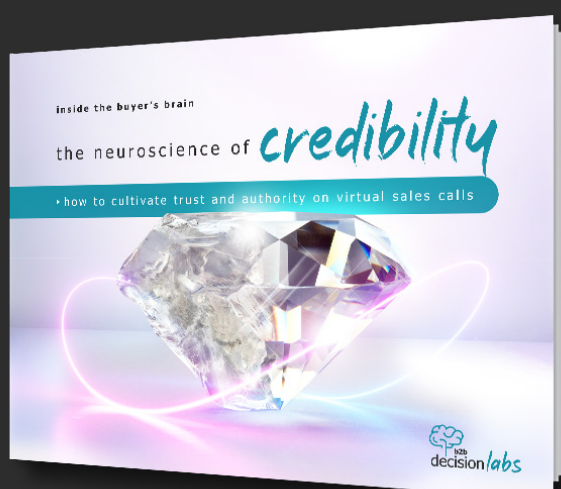
## 3

### use frequent cognitive closure

Avoid the T3 principle in your presentations: "Tell them what you're going to tell them, then tell them, then tell them what you told them." This popular model actually has adversely affects audience attention, engagement, and enjoyment.

Neuroscience research suggests that buyers won't enjoy seeing an agenda at the beginning of a meeting and a summary of the main concepts at the end. Seeing only the summary at the end can provoke surprise, as if they are suddenly realizing what was important.

The T3 principle does not include enough repetition to help buyers remember your message. You need **more frequent repetition throughout the presentation to improve precision memory**.



#### The Neuroscience of Credibility

How do you establish credibility quickly in a virtual sales environment, especially when attendees don't already know each other?

Get the neuroscience research behind these techniques and learn how to ensure your virtual audiences perceive your sellers—and your message—as credible.

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