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# Selling in the Digital Age: How Trust-Based Relationships Drive Customer Loyalty

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Our research shows more than 70 percent of buyers prefer to buy from a salesperson they completely trust over one that gives them the lower price, and about 80 percent are more likely to buy from that person again. But trust isn't as common as we think. In fact, only a little more than a third of buyers feel that they can trust salespeople most or all the time. In this interactive event, we explore the buyer-seller relationship in the digital age and the important link between trust and customer loyalty.

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Review the latest research on trust-based relationships in sales and discover the most important characteristics for building trust with buyers. Explore the key competencies individual salespeople need to develop to build successful, professional relationships with buyers and examine the elements needed to build a strong sales culture.

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The ability of salespeople to connect with buyers and create meaningful relationships is more difficult than ever in the age of digital transformation where access to information is merely a click away. By the time most buyers reach out for information, they're already well into the buying process and in the early stages of forming ideas and opinions around the risk involved with their buying decision. This makes building trust early and often more important than ever in order to overcome that risk.

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Learn the steps you can take to create meaningful relationships built on trust with your buyers to build customer loyalty, create repeat business, drive referrals and inspire positive reviews.