

Earned Trust Relationship Framework

How Prospects Become Clients and Clients Become Friends

START WITH INTENT

Before the first conversation, your goal is not to prepare a pitch. It's to understand the human.

Example: Before a discovery call, you review a prospect's LinkedIn and notice they previously lived in Tacoma, Washington. You don't file this away as trivia, you note it as a possible point of genuine connection because you were born in Bellevue, WA and played hockey for the Jr. Tacoma Rockets. The intent isn't to "use" this information. It's to be present and curious.

Find Common Ground

On the call, you don't lead with surface-level rapport like: "How are things going?" "Where did you go to school?" Instead, you bring up something real.

Example: You mention Tacoma and joke about the infamous "Tacoma Aroma." Anyone who's lived there immediately understands the reference. This creates instant ease and laughter not because it's clever, but because it's shared reality. That moment opens the door for the prospect to explain why they lived there in this case, because his wife was a traveling nurse. Now you've learned something personal, naturally.

REBUILD RAPPORT

EVERY TIME

Rapport is not something you "establish" once and move on from. You treat it as something you re-earn at every interaction. Rule you follow: Every call, learn one new personal detail and build on what you already know.

Example: On future calls, you ask:
Where his wife is currently assigned?
How frequent moves have affected their family?
How his kids are adjusting?

Each conversation layers trust instead of resetting it.

KEY PRINCIPLES TO REMEMBER

This framework ISN'T about:

- Oversharing
- Turning business into therapy
- Being personal for the sake of it

IT'S about:

- Being human
- Intentional
- Staying connected over time

**Trust isn't built in moments.
It's built in consistency.**

