

Present the trust equation and describe each component.

Ask participants to rate in % terms the degree to which they, or their organisation influence buyers' perception of that component of the equation.

Potential responses are:

	Self	Org
Credibility	80%	20%
Reliability	80%	20%
Intimacy	100%	0%
Self-orientation	20%	80%

Make the point that with **credibility** the org may have a brand/reputation that heavily impacts buyers' perceptions of credibility. As an individual you have the power to align, build or undermine that reputation, but we should recognise that there is a pre-existing perception.

Similarly for **reliability** – how much do the systems and processes of your org underpin your ability to be reliable?

For **intimacy**, it is all about you. Organisations do not get intimate with each other – intimacy is about individuals.

Similarly, a buyer's perception of **self-orientation** is primarily driven by how you behave when speaking to them – it is rarely the result of an organisational perception.

Show the slide: Indicators of self-orientation and admit to any of these that you have to guard against.

So, thinking of the Pareto principle we would argue the following:

	Self	Org
Credibility	20%	80%
Reliability	20%	80%
Intimacy	80%	20%
Self-orientation	80%	20%