

10 Signs of Quality That Boost Trust

THE PRE-SALE PROCESS

- 1. Take questions and objections into account
- 2. Present your offer clearly and completely
- 3. Extend a solid guarantee
- 4. Include testimonials

YOUR PRODUCT OR SERVICE

- 5. Design your product or service with your customer in mind
- 6. Have a customer service process in place before you launch
- 7. Make your product or service easy to use
- 8. Deliver what you promise, and more

THE POST-SALE PROCESS

- 9. Have a post-sale follow up system in place
- 10. Offer related products or services that help your customer move forward