



## MBD<sup>insight</sup> #14

### Don't Look Too Good Nor Talk Too Wise

In his poem *If*, Rudyard Kipling shares examples on how to relate to others and exhibit grace, class and humility. People are comfortable with and instinctively trust those individuals who they sense are much like themselves. We've learned from our work in psychology, that clients want and need to feel **OK**. When we come across more **OK** than our clients, either intentionally or unintentionally, we create a barrier to trust and buying.

Look good, but not too good. Talk wisely, but not too wisely. Always allow the prospect the chance to look and feel a little superior to you. It helps their ego, allows you the opportunity to build trust and gain entry into their world, their ideas, their issues and buying motivations.

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