

# Credibility

## Coaching Questions

### **How confident are you really? Why?**

- Confidence is something that you feel on the inside and it is difficult to disguise if you are not confident.
- Be honest with yourself to understand where you think your own weaknesses are. But more importantly, start thinking about all of your strengths.

### **Do you think this comes across in your interactions with customers? How do you act?**

- There are a few physical attributes that are common for individuals who are not confident in themselves;
  - Eye contact. Looking around and not maintaining eye contact is a sign of weakness.
  - Handshake. Having a loose grip for a handshake is seen as being weak or not present.
  - Fidgeting. Playing with a pen, hair, jewellery, or some other object is distracting as well as shows your nervousness.
  - Voice. If you voice quivers and shakes, if you stutter, or if you appear searching for the right words, these are all demonstrative of being self-conscious. Even ending a sentence on a high note, like a question, is not as strong as ending a low note, which is definitive.

### **Are there things you could do to make yourself more confident?**

- List the top 100 attributes that you have that make you amazing.
- Think about the reason that you started your business and why you think that you will be better than the competition.

- Write out a poster to yourself that keeps you motivated. Maybe it could say ‘you rock’ or ‘your business idea is the best’ or ‘you can do it’. Anything to help pick you up when you are feeling down.
- Give away your product or service as a pilot or a free trial. Get feedback from your customers so that you understand what they like and dislike about your offering. If they loved it – you will feel more confident. If there was room for improvement, now you can change things and be more confident that you have a better offering.
- Surround yourself with positive people.
- Ask for testimonials and reference for customers you’ve done great work for.

## Are there things you could do that would convey confidence to others?

- Avoid fidgeting, keep eye contact, and make sure you have a firm handshake.
- Practice your pitch and presentations regularly so that you are comfortable with them prior to use.
- Smile. This will raise your energy and relax you.
- Tell anecdotes and stories to help relax the environment.
- Have good posture and try to avoid crossing your arms.
- Dress in something that is comfortable, is professional, and makes you feel good about yourself.

## Examples of Credibility Tools:

Handshake  
Personal Packaging  
Voicemail  
Business Cards  
Networking  
Demonstrations  
Testimonials  
Contract

LinkedIn  
Samples  
Sell Sheets  
Introductory Presentations  
Client List  
Personal Anecdotes  
Over Dress  
Information Technology

Packaging  
Open House  
Order Forms  
Website  
Public Speaking  
Guarantee