

# Practice Tips: Credibility Statement

- Be sure to pronounce your name clearly and don't rush through it.
- When adding a fact of two about your background, emphasize your experience, area of specialization and make it relevant to the person you're speaking with.
- Ideally, your "typical customers" show a variety of different customers you work with and are relevant to the person you're speaking with.
- It's critical to describe how your best customers would describe what they like best about working with you. Think in terms of how THEY would communicate that.
- Focus on the key benefits that your best customers get from their relationship working with you.
- Your open ended question is absolutely key...think in through and it's often best to make it broad and easy to answer to get the conversation rolling.
- When you prepare, pick a specific person you might be meeting and tailor your message to fit what might be relevant and important to them.
- When practicing, first make notes with the practice worksheet and then stick to the four step process until you get comfortable with it. Then make it as conversational as possible.
- The entire credibility statement should be less than 60-seconds.