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## The Language of Trust: Selling Ideas in a World of Skeptics

*Michael Maslansky, Scott West, Gary DeMoss, David Saylor*  
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# THE LANGUAGE *of* TRUST


Selling Ideas  
in a World  
of Skeptics

Products  
Issues  
Yourself  
Services

Based on the acclaimed New Word Order program

Michael Maslansky with Scott West,  
Gary DeMoss, and David Saylor

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**Michael Maslansky, Scott West, Gary DeMoss, David Saylor : The Language of Trust: Selling Ideas in a World of Skeptics** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Language of Trust: Selling Ideas in a World of Skeptics:

0 of 0 people found the following review helpful. A valuable guide that stays true to its title!By CustomerThe Language of Trust: Selling Ideas in a World of Skeptics provides valuable insight into winning over the minds of those in America's "Post-Trust Era." Using relevant and modern case studies and experiences from his own life, author Michael Maslansky debunks many myths associated with how to properly advertise, and subsequently sell, ideas,

products, and even yourself. By contrasting practices that have worked in the past with those that are more effective in today's skeptical society, Maslansky does exactly what this book is meant to teach; he sells his ideas to the reader. The book's flow is smooth, making it easy to read. The only drawback comes from an abundance of different lists, and lists within lists, sometimes making it hard to link back specific topics to the overarching concept they are supposed to be associated with. At times, the reading sounds repetitive, but such is an effective measure of driving the points home. While reading every word of the book is probably not necessary, the lessons taught are extremely valuable. Whether in sales or not, the book is beneficial in teaching how to earn trust in just about any situation. 0 of 0 people found the following review helpful. Read this book, sales and marketing professionals. By StaceyR My coworkers have begun to roll their eyes very dramatically every time I begin a sentence with "The Language of Trust book says we should..." Admittedly, I've been on a rampage. Whatever. I love this book. It is easy to read and illuminates scoop that is absolutely critical to sales and marketing professionals today. As a five sentence case study, my firm just landed a Fortune 100 account last month. I'm not going to give total credit to this book because quite frankly we did a great job on this pitch. But gratitude is in order nonetheless. After our big dog and pony show to a bunch of C-suite skeptics, a flurry of questions ensued, but the customer didn't seem particularly satisfied with our answers. They continued to express interest, but would not ink the deal. Then I submitted to them an FAQ which thoroughly reviewed all the problems with our offering. And the next day, we had a signed contract. 0 of 0 people found the following review helpful. Great book By eyehave3es I ordered this book as a required reading for my Communications course for my MBA program. The book is really easy read and quick. The book provided great tips in how to persuade others through speech and conversations. Concepts could be used by any manager, employee, sales person, or anyone on a daily basis. It opened my eyes to figure out who your audience to plan out hour to persuade individuals about your ideas and providing unbiased information.

What to Say, How to Say It, Why It Matters If you're trying to sell something-whether it's a product, a service, or an idea-you are facing a new era of consumers who listen less and question more. The Language of Trust is for anyone who must sell ideas, products, services, or even themselves to a public that just doesn't want to hear it. Based on pioneering consumer research, The Language of Trust shows you how to regain the confidence of your clients and customers and communicate with them on their terms. You'll learn what words to use, what words to lose, and how to structure your message to overcome skepticism and build and keep the trust of your audience.

From Publishers Weekly As CEO of his own communications consulting firm, research strategist Maslansky advises clients like Starbucks, Bank of America and Microsoft on successfully communicating with their customers, an effort he admits is far more challenging in the shaky economic aftermath of the 2008 financial collapse: as a nation, we are more distrustful than ever that the government and other major institutions are looking out for the interests of average citizens and customers. To combat rising skepticism, Maslansky's offers a step-by-step strategy for "credible communication" based in quantitative and qualitative research, including input from focus groups and surveys demonstrating people's responses to different forms of messaging, and real-world examples from a number of industries, including finance and politics (contrasting, for example, President Obama's campaign messages with then-Senator Hillary Clinton's). Key to his approach are four messaging principles-being personal, plainspoken, positive, and plausible-and the idea of listening to and prioritizing customers' interests. Along with executives from Van Kampen Investments and Consulting, Maslansky clearly and convincingly demonstrates that words do matter, almost as much as how they're said. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Trust has never been more important in the corporate world-because there's so little of it. For years, people have tried to figure out how to communicate trust. Now, finally, Michael Maslansky has unlocked the DNA of trust. Anyone who cares about their employees, their customers, or their reputation has to read this book." -Dr. Frank Luntz, author of Words That Work and What Americans Really Want...Really "To successfully earn trust in face-to-face or Facebook communication, embrace the proven concepts in The Language of Trust-they're as important to your life as involuntary breathing. It's just common sense." -Thomas L. Harrison, LHD, chairman and CEO of Diversified Agency Services division of Omnicom Group Inc. "Michael Maslansky has written the ultimate guide to winning trust in a world that has lost it. He writes with wit, wisdom, and a commendable absence of jargon. If you are concerned about trust, and all of us should be, then this book is an indispensable starting point." -Lord Gould, former polling and strategy advisor to Prime Minister Tony Blair, and Deputy Chairman of Freud Communication "Marketers, financial advisors, and communicators of all types should take note of the lessons in this book....More than most, Michael understands the enormous challenges we face, and this book provides an essential set of tools and practical approaches for reconnecting with customers who may have lost faith in what we offer. It isn't enough for us to have a good story to tell; we must also be able to tell a good- and credible-story. The Language of Trust will help any communicator who must win over a skeptical audience." -Cathy Weatherford, CEO of Insured Retirement Institute "Today's polarized discourse makes it hard to understand problems, much less fix them. The Language of Trust provides the core principles needed for moving forward." -Philip K. Howard, founder of Common Good and author of The Death of

Common Sense and Life Without Lawyers "There are many books on effective communication, but this book is unique in the way it recognizes the importance of language and messaging as ways to build trust when talking to customers, partners, or employees. The Language of Trust will help any executive who must communicate with strength and credibility." -Suzanne Coulter, president of Polo Retail Corporation

About the Author Michael Maslansky is one of corporate America's leading communications and research strategists. As CEO of Maslansky, Luntz Partners, the firm that produced the New York Times best-seller Words That Work, he advises leading organizations, such as PepsiCo, eBay, Microsoft, and Pfizer on what to say, how to say it, and most important, why it matters. He has conducted hundreds of research projects in over twenty countries using his firm's proprietary polling and focus group methodology, cited by the New York Times, Washington Post, New Yorker, 60 Minutes, Nightline, and PBS's Frontline, among others.