

Trust | Affinity

Your most valuable treasures are your friends and family. You have an Affinity for people. For you, life is not a solitary journey, but an opportunity to meet and get to know people who can make the trip worthwhile. Within your circle of friends are those that you can share your everyday ups and downs, those on whom you can depend, and those who in turn can depend on you. You have the capacity to draw close to people and build long lasting relationships that will endure over the years. You make friends for life, even if time and distance separate you.

You work best therefore in environments where you can get to know your customers in much more than a transactional way. You want to know the details about them. As you get to know people, you also begin to share details about yourself. This is how you build trust with people. You get to know them, and you let them get to know you. This is not an immediate process, but one that takes time to root and grow.

Collaboration Alert: You can't become close friends with everyone, and some of your customers will avoid that kind of relationship. On occasions you will need to look for other ways of building trust with customers who are more distant. Still, your interest in the details of people's lives will always come across as sincere. Over time some of your customers and your colleagues will become your close friends and those relationships will only enhance your productivity.

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The Science of Performance