

We build trust

2018 Price Tag of
Trustworthiness
Research Report

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Release 18a

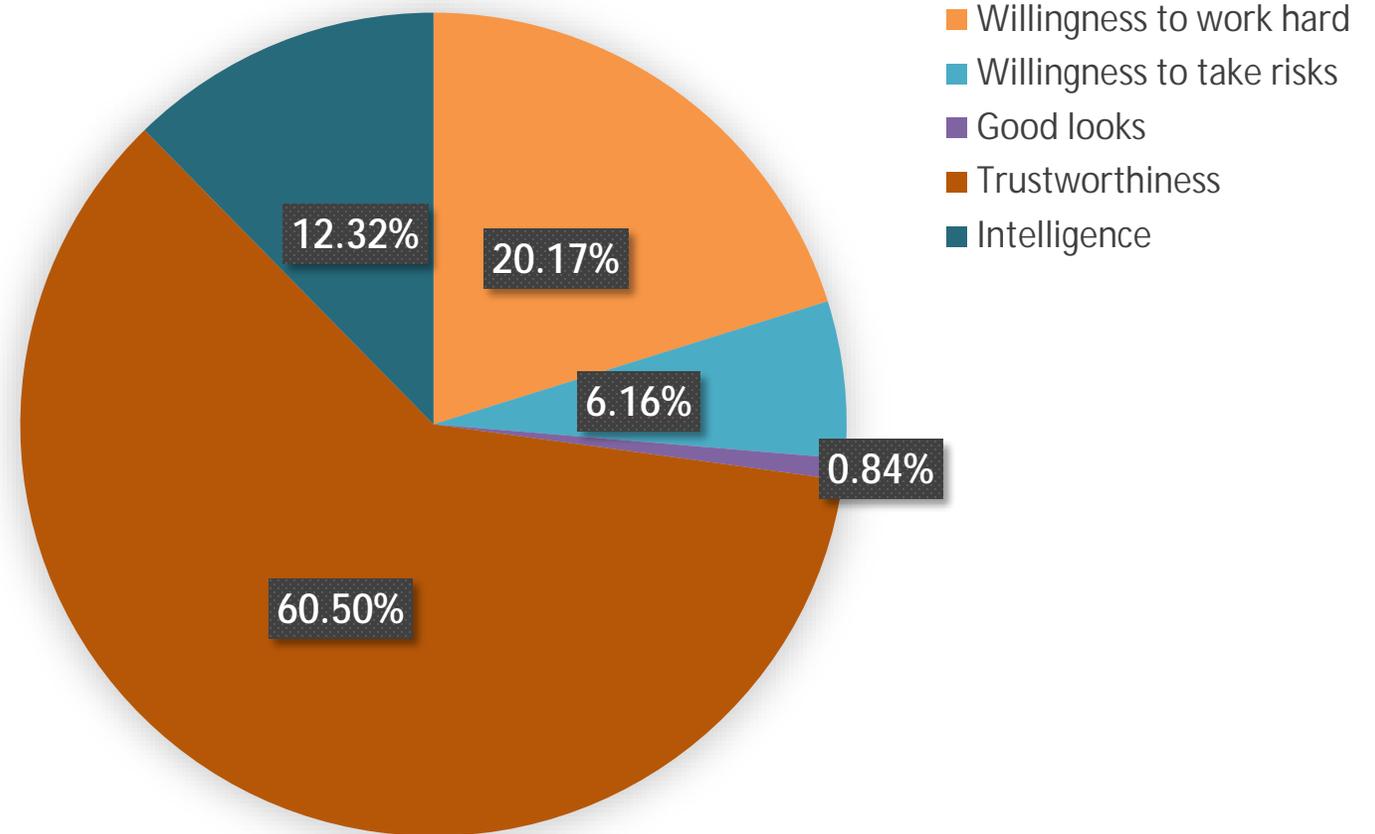
What is the most important quality for you

In a—

- Salesperson
- Boss
- Employee
- Colleague / peer
- Government
- Spouse
- Willingness to work hard
- Willingness to take risk
- Trustworthiness
- Good looks
- Intelligence

What is the most important quality TO YOU?

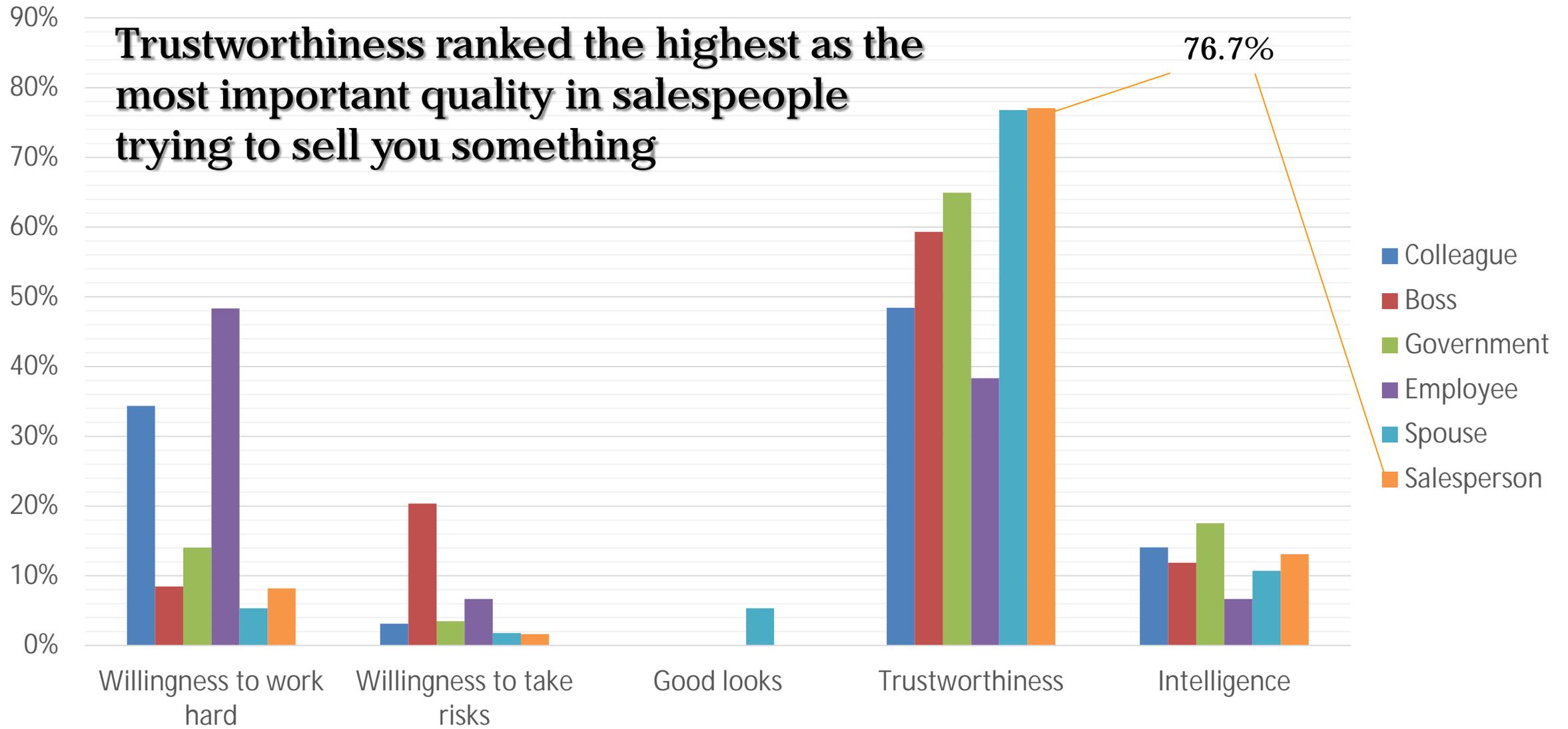
Trustworthiness is
53% more important
than the other four
qualities **combined**



Updated 11/15/2018

n = 357

What is the most important quality?



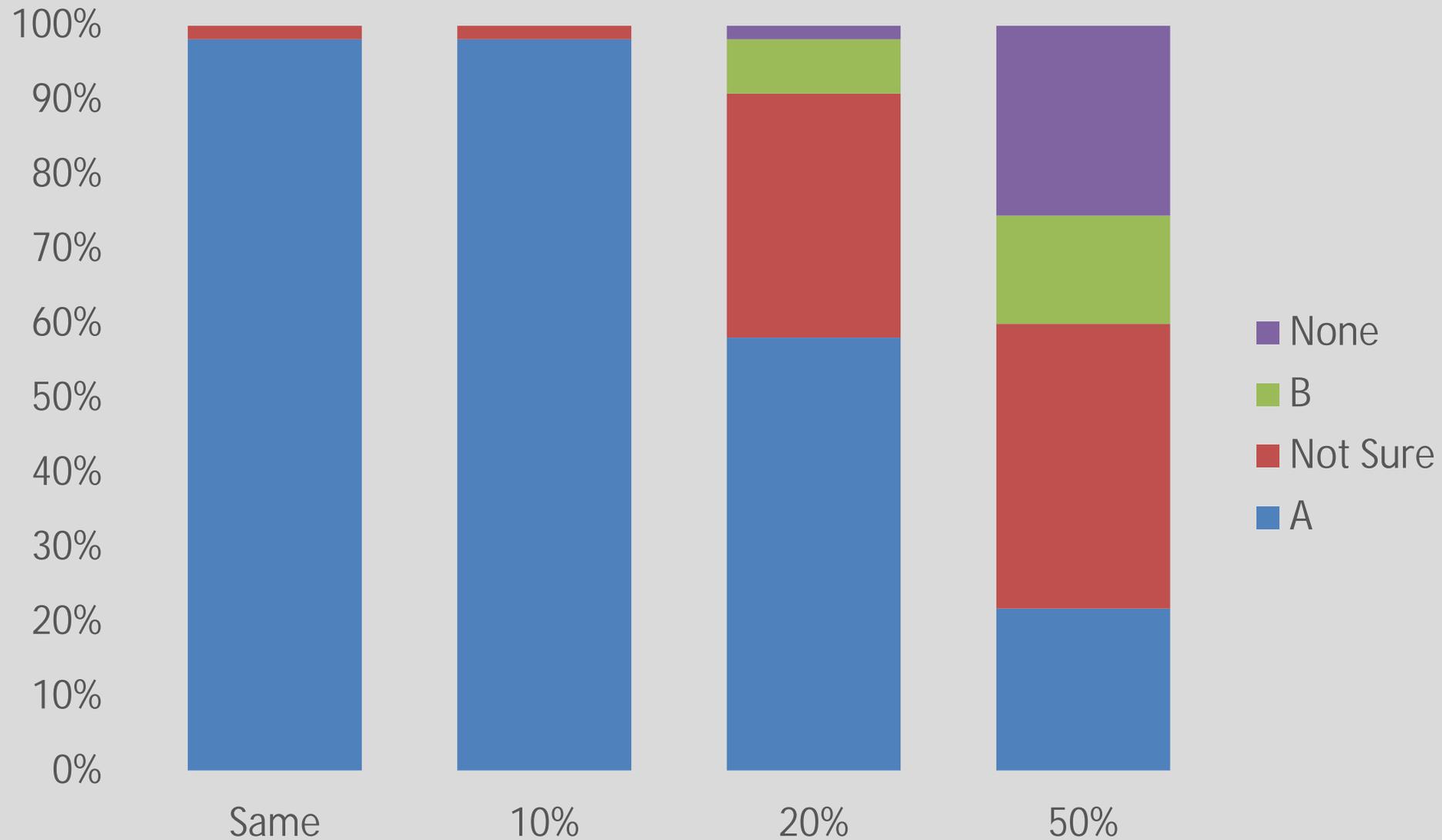
Who would you choose?

- You want to remodel your home. After some preliminary research, you narrowed down the list of possible contractors to two and invited both of them to your house to give you a quote.
- Contractor A is the owner of his company. He has been in business for 20 years. He listens carefully to what you need, makes suggestions, and even prevents you from ordering what you don't need, even though he could make more money. He seems to be doing a very thorough job measuring and estimating the work to be done.
- Contractor B, on the other hand, is represented by a sales person, not the owner, who appears very motivated to close the deal with you. He spends time telling you how his competitors are bad. He doesn't seem to be listening to you much and appears very arrogant. The price both are asking for is \$10,000 for the job, and there are no differences in what they are offering for that money.
- Which one would you hire to do the job?

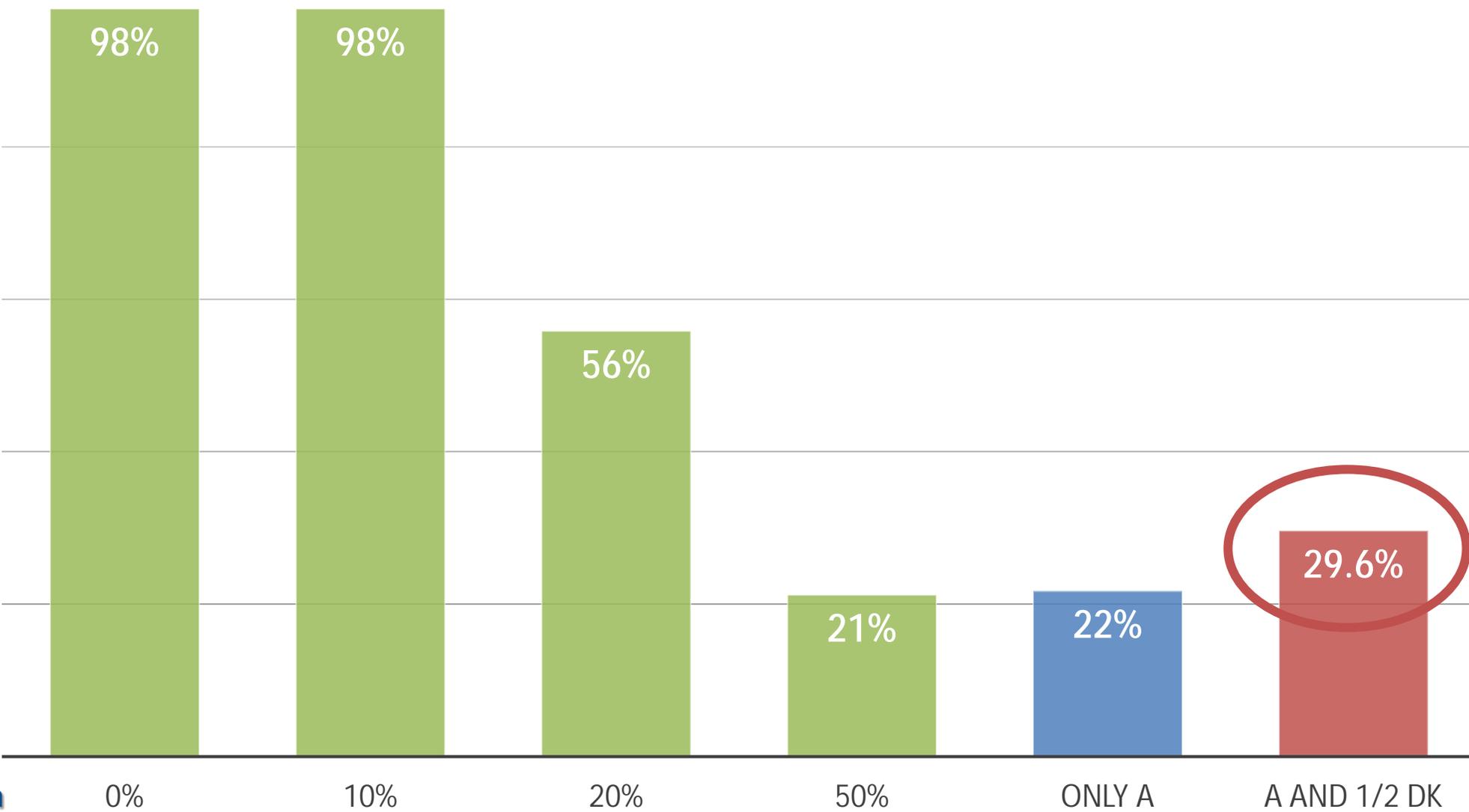
Who would you choose now?

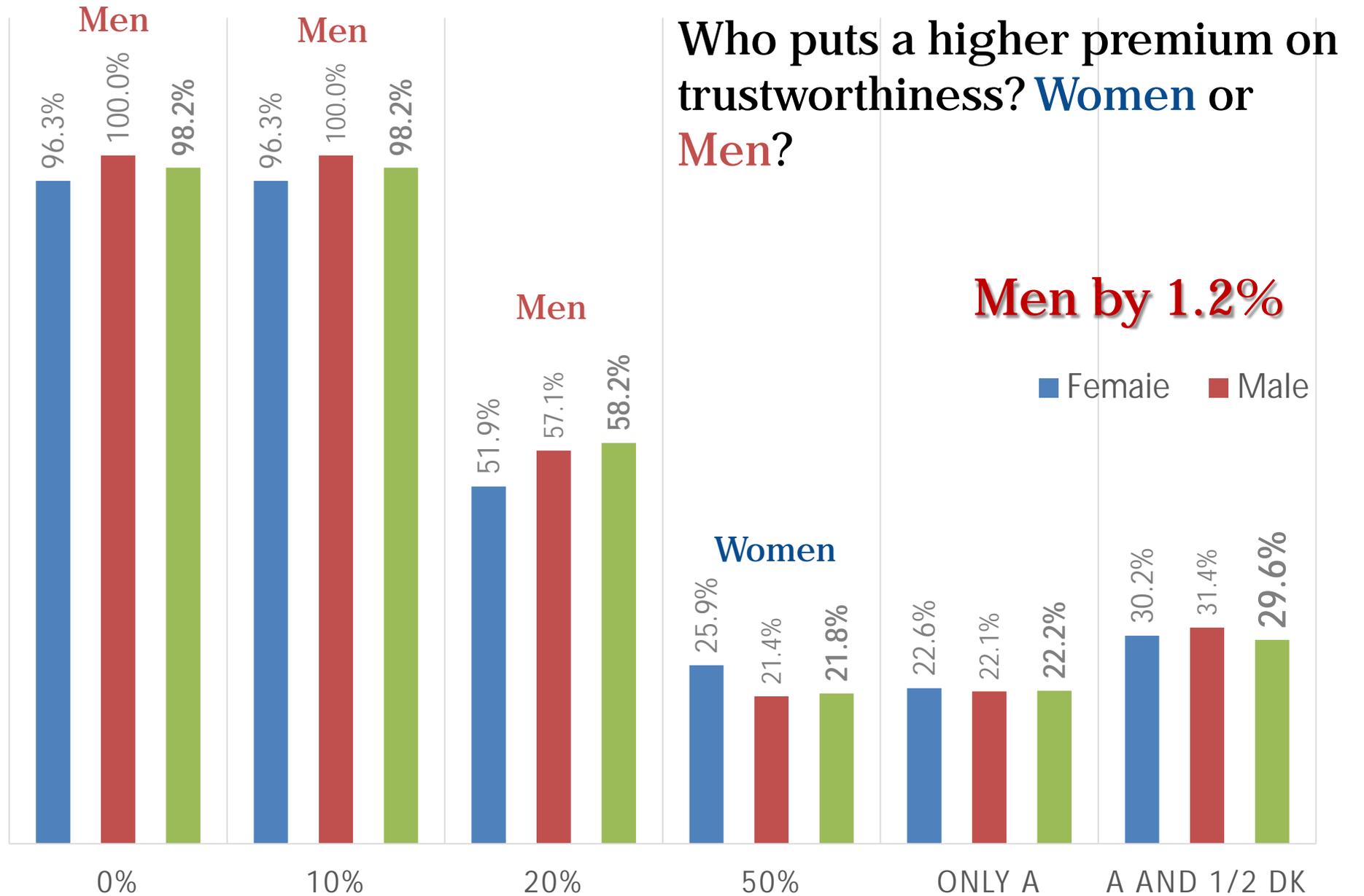
- OK, your answer to the first question was obvious. You likely chose Contractor A. But what if the price that Contractor A asked for was 10% higher than what Contractor B asked for? Contractor A is asking for \$11,000, while Contractor B is asking for \$10,000 for the same project. Which one would you buy from now? (reminder: Contractor A appeared much more trustworthy than Contractor B)
- Will you change your answer if the price that Contractor A asked for was 20% higher than what Contractor B asked for? Contractor A is asking for \$12,000, while Contractor B is asking for \$10,000. Which one would you buy from now? (reminder: Contractor A appeared much more trustworthy than Contractor B)
- 50% higher (\$15,000 vs. \$10,000)?
- Options:
 - A (Trustworthy)
 - B (Not Trustworthy)
 - Not sure
 - None of them

Would you buy from a trustworthy salesperson even if his price was higher?



Would you choose the trustworthy sales person even if he asked a higher price?





Moderating Factors

- Consequences of bad performance
- Percentage of income
- Complexity & Manageability
- Ongoing relationship?

A **trustworthy** salesperson can sell the same thing for **29.6%** higher price

An **untrustworthy** salesperson would have to discount by **22.8%**

Summary

- Trustworthiness is the most important quality (60.7%) for you in other people (your colleagues, your boss, your employees, a salesperson trying to sell you something, your government representative, and your spouse).
- Trustworthiness is 53% more important than the other four qualities (willingness to work hard, willingness to take risk, good looks, and intelligence) combined.
- Trustworthiness ranked the highest as the most important quality in salespeople trying to sell you something (76.7%).
- A trustworthy salesperson can sell the same product or service for 29.6% higher price.
- An untrustworthy salesperson will have to discount the same product or service by 22.8% to compete with a trustworthy salesperson.
- Men put a higher premium on salesperson's trustworthiness up to 20% higher price. Women put higher premium when the price is 50% higher. Overall, men put 1.2% higher premium on salespeople's trustworthiness than women.

What makes a business successful?



Contextual

Competence,
Shared values,
Fairness

Static / Slow
Between meeting

Transactional

Time,
Intensity,
Positivity

Dynamic / Fast
During meeting



About the Author

Yoram Solomon, PhD, MBA, LLB, is the founder of the Innovation Culture Institute. He is a passionate creativity, innovation, and teamwork thought leader, and a Professional member of the National Speakers Association. Published 8 books, 22 patents, more than 200 articles, and one of the creators of Wi-Fi and USB 3.0. Named one of the Top 40 Innovation Bloggers in 2015, 2016, and 2017, and was a columnist at Inc. Magazine and Innovation Excellence.

Yoram spent more than a decade studying why people are creative in startups more than in large companies, learning the cognitive processes that lead to generating creative ideas, and earned his PhD for that study. He is an adjunct Professor of entrepreneurship at the Southern Methodist University, the University of Texas at Dallas, and the Hadassah Academic College in Jerusalem.

He was the host of **TEDx**Plano 2014, and a speaker at the **TEDx**OakLawn 2018. Elected in 2015 to the Plano ISD Board. Yoram brings his experience as a shooter, serving in the IDF 35th Airborne Paratrooper brigade, and as a USAF CAP pilot.

In 2015, he founded the Innovation Culture Institute, with a mission of helping every company become the most innovation company in the world through building innovation culture and trust.

"As we are heads down with our daily work, its easy to lose track of innovation and the creative spirit. While many think it's like lightning and uncontrollable, Yoram and his research show otherwise. Yoram came in and engaged our multi-site teams both with science and humor and gave the organization a basis for which to invoke creativity as opposed to waiting for it to possibly arrive. The team truly enjoyed the session as well as left with a set of tools to help in future innovation."

- **Director, Big Data Platform Development, AT&T**

"Yoram's workshop helped us think outside the box. I would recommend the workshop to stimulate the thinking how to create an environment which fosters innovation."

- **Sr. Director, Strategy, Qorvo**

"We walked in to the workshop with unknown expectations and left enlightened with a clear Strategic Intent and set of rules. Dr. Solomon created an environment that allowed us to be open and truthful with ourselves allowing us to understand where we were and where we wanted to be. He helped guide us through the process that allowed us to discover and develop our real strategic intent as well as the rules that we needed to achieve it."

- **Sr. Manager, Product/Process Engineering, DRS**

"I've seen first-hand how Yoram can transform organizations so they are able to predict technology trends, unleash their creativity, and successfully launch new products based on these insights. He is an absolute master at blending real-world experiences with unique perspectives making him the ideal change catalyst for any group."

- **Training Manager, Texas Instruments**

"...gifted thinker and motivator in innovation, strategy, and pushing teams outside the box to drive best ideas. His direct experience and success in the semiconductor and other fast changing industries is a valuable asset to leverage by any company looking to drive innovation. He has the ability to relate to businesses across many fields."

- **General Manager, Transport Business Unit, Qorvo**

"He has a superb command of all major schools of thought on strategic management. He has demonstrated exceptional abilities to lead strategy development and facilitate team activities. He is also a true outside-the-box thinker."

- **Executive Director, Product Marketing, Kodiak Networks**

"... a terrific facilitator. When the company began re-looking at its diversification strategy, Yoram was instrumental in setting the agenda for the discussion, hunting down relevant research information for the team to study beforehand, and facilitating the entire session. Through his efforts, the company's diversification strategy took shape, and I am not certain we could have done it without him!"

- **Chief Executive Officer and Chairman, Interphase**

"... enthusiastic and inspiring communicator who has an enjoyable sense of humor which permeates throughout his presentation. He keeps the listener engaged at all times with his thought provoking activities, stories, and examples. Based on Yoram's presentation, the audience was motivated to immediately apply successful team building principals and knowledge gleaned within their areas of influence to make a greater impact."

- **Chair, Community Nonprofit Excellence Workshops, Junior League of Collin County**

"... a brilliant public speaker, who is both engaging and informative. Dr. Solomon's inspirational nature and innovate thinking processes present a cutting edge to thinking in the fields of education and creativity. I would strongly recommend Yoram to be a speaker on a wide range of topics, because is width and depth of knowledge in the areas of inspired thinking and education."

- **Executive Director, Bridge Builder Academy**

"Yoram developed a clear concise strategic vision for our wireless development. He was between 2 to 5 years ahead of the marketplace. Yoram has a wonderfully strategic mind."

- **Chief Financial Officer, PCTEL**

Preparing the workshop was easy, it was like they knew exactly what we needed. I am impressed with the level of knowledge, commitment, and incredible easy way to communicate. Yoram helped us see ourselves from a different point of view, analyze the opportunities, and use our creativity to help us to move to the next level.

- **Performance Manager, The Dannon Company**

