

**THE TRUST
PREMIUM**

THE TRUST PREMIUM™ PROGRAM

A Behavior-Change Sales Transformation

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Sales Isn't Broken — But It Is Stuck

Sales leaders today face a reality that feels familiar—and increasingly frustrating.

***Buyers are harder to reach.
Sales cycles are longer.
Procurement pressure is higher.
Price sensitivity is the default posture.***

And despite better tools, better data, and more sales training than ever, many teams are working harder just to hold the line.

This is not because sales teams have forgotten how to sell.

It's because the environment has changed—and most sales approaches have not.

In a low-trust, high-noise market, customers protect themselves by slowing down, shopping around, and pushing for concessions. When trust is low, price becomes the safest decision variable.

The result is predictable:



- This is not a talent problem.
- It's not an effort problem.
- And it's not a motivation problem.

It's a trust problem—one most organizations have never been taught how to see, measure, or fix.

Trust Is No Longer "Soft" — It's Measurable and Financial

For years, trust was treated as a relationship concept—important, but intangible.

That assumption is no longer true.

Today, trust directly influences how customers buy, who they choose, and how much they are willing to pay. It has become an economic variable that quietly shapes sales outcomes long before pricing discussions begin.

The Trust Premium™ framework defines three forces at work in every deal:



Trust Preference™

The degree to which a customer prefers one seller over another when trust—not product features or price—is the differentiator.



Trust Premium™

The additional amount a customer is willing to pay when they trust one seller more than the alternatives, even when the offerings are otherwise comparable.



No-Trust Discount™

The price reduction required to compensate for insufficient trust—often without the seller realizing that trust, more than any other value, is the real issue.

When trust is high, customers move faster, push back less, and evaluate price in context.

When trust is low, every proposal is scrutinized, every option is compared, and price becomes the deciding factor.

*Sales performance doesn't decline suddenly.
It erodes quietly—through hesitation, delays, and
discounting.
Trust explains why.*

Why Smart Sales Teams

Keep Getting the Same Results

Most sales organizations respond to pressure the same way: more training.

Manipulation techniques. Updated scripts. Better questions. Sharper negotiation tactics.

And while these efforts often improve knowledge, they rarely change outcomes in a lasting way.

The reason is simple:

Traditional sales training focuses on what sellers know and how to manipulate customers into saying yes now, not on how they behave when trust is on the line.

In low-trust environments, customers are not reacting to technique.

They are reacting to signals—consistency, intent, transparency, follow-through.

Without trust, even strong skills lose their effectiveness.

Traditional Sales Training Trust Premium™ Program

Traditional Sales Training	Trust Premium™ Program
Skills and techniques	Behaviors and habits
Generic best practices	Personal trust gaps
Short-term performance lift	Durable behavior change
Knowledge transfer	Trust transformation

Sending salespeople to the same type of training produces better versions of the same behaviors—and therefore the same results.

When trust is the constraint, skill alone cannot solve the problem.

A Behavior- Change System — Not Another Sales Course

The Trust Premium™ Program was designed to address the one variable most sales programs ignore: trust-driven behavior.

***This is not a motivational experience.
It is not a content-heavy curriculum.
And it is not a one-size-fits-all
methodology.***

It is a structured, research-backed system that changes how salespeople behave when trust is earned, tested, or broken.

This program does not ask salespeople to sell differently.

It changes how customers experience them—and how customers decide.

The Trust Premium™ Program

A Behavior-Change Sales Transformation for Trust-Driven Results

The Trust Premium™ Program is an eight-module, expert-facilitated experience designed to transform how salespeople build trust — and how customers decide.

It is built for sales leaders who are done relying on discounts, pressure tactics, and heroic individual performers, and who want a repeatable, trust-driven system that improves outcomes across the team.

This program does not attempt to “fix” salespeople.

Instead, it changes the behaviors that shape how customers experience them — before price is ever discussed.

Program Snapshot



Format: Live, facilitated cohort experience



Structure: 8 modules, 2 hours each



Cadence: Bi-weekly



Cohort Size: Up to 12 participants



Delivery: Virtual (Module 1 may be delivered onsite)

Participants leave with a personalized Trust Habits® Habit-Forming Action Plan — not a playbook, not a script, and not a checklist.

A Structured System for Changing Trust-Critical Behaviors

Most sales programs assume that insight leads to change.

In reality, insight without structure rarely alters behavior — especially under pressure.

The Trust Premium™ Program is built as a system that deliberately moves participants from understanding to execution, using four integrated stages:



Learn

Participants build a shared, research-backed understanding of how trust influences customer preference, pricing power, and decision-making.



Assess

Using a multi-modal assessment suite, participants uncover personal trust gaps — including blind spots they could not see on their own.



Plan

Each participant selects one high-impact trust-damaging behavior and designs a replacement behavior using the Trust Habits® framework.



Implement

New behaviors are reinforced through accountability, repetition, and real-world application — so change survives beyond the classroom.

This structure ensures that trust does not remain an abstract concept, but becomes an operational advantage.

What Happens During

— and
Between —
Sessions

The Trust Premium™ Program is intentionally designed to be practical, focused, and demanding in the right ways.

During Sessions

Participants engage in:

- Short, focused lectures grounded in research and real-world examples
- Guided discussions that surface trust assumptions and misalignments
- Structured exercises tied directly to their current sales realities
- Clear framing of expectations and next steps

Sessions are interactive by design, but never performative.

Between Sessions

Participants:

- Complete targeted readings (from The Trust Premium and related materials)
- Perform trust assessments aligned with the module focus
- Apply insights directly to active deals and customer relationships
- Refine their Trust Habits® Action Plan

The work between sessions is not busywork.

It is where behavior change actually begins.

Expectations

- Honest self-reflection
- Willingness to examine personal behaviors
- Commitment to follow through

What participants put in is reflected directly in what they get out.

A Deliberate Progression

From Insight
to Execution

The Trust Premium™ Program is structured as a deliberate arc. Each module builds on the previous one, moving participants from understanding trust economics to executing trust-building behaviors consistently.

Module 1 — The Financial Case for Trust

Why trust now determines preference, pricing power, and margin.

Module 2 — Competitive Value and Trust

How trust amplifies value — and where it cannot compensate for weak fundamentals.

Module 3 — Customer Trust Reality

How to recognize trust and distrust through behavioral and economic signals.

Module 4 — Relative Trust Model™: Who You Are

How personal characteristics influence customer trust.

Module 5 — Relative Trust Model™: What You Do

How daily behaviors quietly build — or erode — trust.

Module 6 — Trust Habits®: Identifying Gaps

Selecting one trust-damaging behavior that truly matters.

Module 7 — Trust Habits®: Building a New Habit

Designing a replacement behavior that is specific, measurable, and durable.

Module 8 — Accountability and Execution

Locking in consistency and finalizing the Trust Habits® Action Plan.

Diagnosing Trust — Before It

Becomes a Pricing Problem

Most trust failures are invisible to the person creating them.

Salespeople typically judge themselves by intent.

Customers judge them by behavior.

The gap between the two is where trust erodes — quietly, consistently, and expensively.

The Trust Premium™ Program addresses this gap using a multi-modal trust assessment system that reveals how trust is actually experienced, not how it is assumed.

The Trust Premium™ Assessment Suite

Participants may complete one or more of the following assessment modes, depending on organizational goals and comfort level:



Self-Reflection Assessments

Identifies personal assumptions, tendencies, and blind spots related to trust-critical behaviors.



Peer / 360 Input

Surfaces how colleagues experience reliability, communication, and follow-through.



Customer Trust Indicators

Uses behavioral and economic signals — not opinions — to infer trust levels in real customer relationships.



Optional AI-Assisted Analysis

Provides objective insight based on written or recorded communication patterns.

Together, these perspectives create a Trust Premium™ Profile — a clear picture of where trust is built, weakened, or unintentionally damaged.

This diagnostic clarity is what makes targeted behavior change possible.

From Awareness to Action — One Behavior at a Time

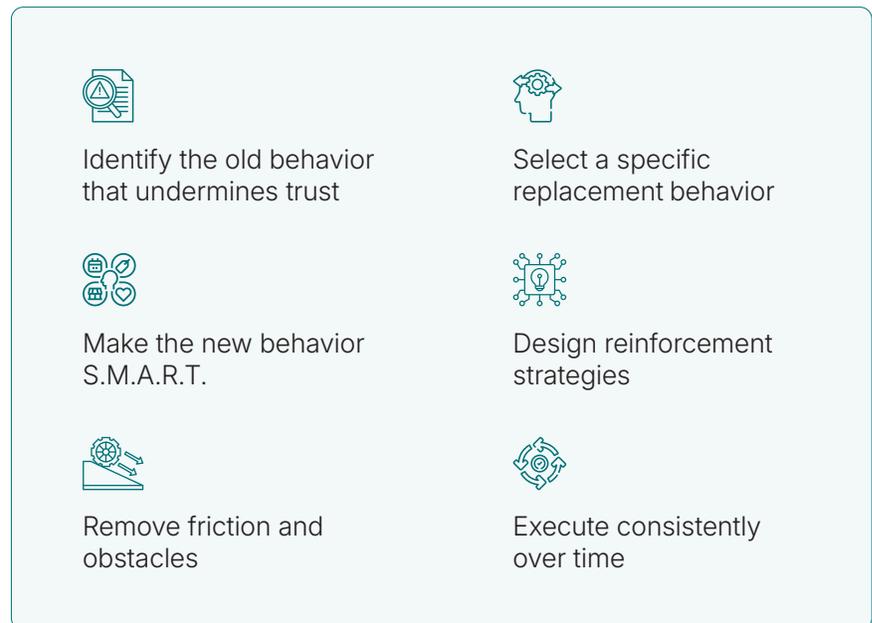
Most sales programs stop at awareness.

The Trust Premium™ Program is built to go further — by converting insight into durable behavior change.

At the core of this transformation is the Trust Habits® 7-Step Framework, a structured process for replacing trust-damaging behaviors with trust-building ones that persist under pressure.

Rather than attempting to change everything, each participant focuses on one high-impact behavior — the one most likely to influence how customers experience trust.

The Trust Habits® framework guides participants to:



This approach reflects a simple truth:

***Information doesn't change behavior.
Habits do.***

By the end of the program, participants leave with a personal Trust Habits® Action Plan that continues well beyond the final session.

When Trust Must Scale, Not Just Improve

Customer trust does not exist in isolation.

Salespeople can only be as trusted as the organization allows them to be.

For organizations ready to deepen and scale the impact of the core program, the Trust Premium™ framework includes optional extension modules that address internal trust dynamics that directly influence customer experience.

Leader–Seller Trust Alignment

(3 Additional Facilitated Sessions)

Sales teams struggle to build external trust when internal trust is weak.

This extension focuses on strengthening trust between sales leaders and sellers by addressing:

- Mutual expectations
- Inconsistent signals
- Micromanagement versus autonomy
- Psychological safety and follow-through

Because trust between leaders and sellers is inherently relational, the sales leader participates directly in these sessions as a full cohort member. This ensures shared language, mutual accountability, and aligned trust-building behaviors on both sides of the relationship.

The result is a sales team that sells with greater confidence because they feel trusted, supported, and aligned.

- **Format:** Three additional facilitated sessions in a similar format to the main program
- **Participation:** Sales leader participates as a full member of the cohort

When Trust Must Scale, Not Just Improve

Cross-Functional Trust Alignment

(3 Additional Facilitated Sessions)

Sales does not deliver trust alone.

Operations, support, marketing, finance, delivery — and in some organizations, engineering or human resources — all shape whether customer expectations are fulfilled or broken.

This extension is designed to improve cross-functional trust without requiring other departments to participate in the cohort. Input from the selected department is gathered through structured assessments and feedback, allowing the sales team to adjust behaviors, expectations, and handoffs without disrupting other teams' schedules.

When internal trust improves, external trust becomes dramatically easier to earn — and far harder to lose.

- **Format:** Three additional facilitated sessions in a similar format to the main program
- **Participation:** Sales team only; selected internal teams provide input but do not attend

Designed for Sales Leaders Who Want

Their Teams
to Perform
Differently
— Not Just
Stay Busy

The Trust Premium™ Program is designed for sales leaders who recognize that stalled deals, price pressure, and discounting are often symptoms of a deeper trust problem — and who want their sales teams to address it differently.

It is built for organizations that:

- Want to compete on trust and value — not price
- Are willing to examine behavior, not just process
- Expect accountability, not motivation without execution
- Understand that trust is earned through consistency, not intention

This program is not designed for:

- Teams looking for scripts, talk tracks, or sales hacks
- Organizations seeking a one-time motivational event
- Leaders unwilling to examine their own behaviors and signals
- Environments where participation is optional and accountability is absent

The Trust Premium™ Program is a newly formalized, integrated offering, built on years of research, teaching, and real-world application.

While the program structure is new, the underlying frameworks, models, and methods have been tested across industries and leadership contexts.

This ensures rigor without rigidity — and relevance without hype.

Grounded in Research.

Proven in
Practice.

For more than a decade, Yoram Solomon has researched trust, taught trust, and worked with leaders and organizations to understand how trust actually influences decisions, performance, and outcomes.

His work is reflected across 22 published books on trust, leadership, and behavior, including *The Book of Trust*, *The Trust Premium*, and the *Can I Trust You?* series, and bridges behavioral science, economics, and real-world organizational dynamics.

The Trust Premium™ Program reflects that body of work — not as theory, but as a structured system designed to change how people behave when trust is on the line.

What Leaders Say About Yoram Solomon's Work on Trust



By learning Yoram Solomon's trust model, I approach employees, leaders, and customers in a way that consistently builds mutual trust — and ultimately, success.

Roger Hall, General Manager, High Performance Solutions,
Qorvo



Yoram helped us break old habits, build new ones, and strengthen trust across the organization. Many of our leaders were amazed by both the process and the outcomes.

Dr. Rebecca Good, Superintendent & CEO, Legacy Preparatory
Charter Academy



Yoram teaches leaders not just why trust matters, but how to build it. That distinction changes everything.

Jimmy Taylor, Executive Director, DallasHR



With original research and keen insight, Yoram Solomon shows exactly what it takes to establish and maintain trust — a capability every professional needs today.

John Jacobs, Executive Vice President, Richardson Economic
Development Partnership

Optional Engagement Accelerators

Organizations vary in size, structure, and readiness.

To support successful adoption and long-term impact, the Trust Premium™ Program may be complemented by optional engagement accelerators, selected strategically based on organizational context and objectives.

Executive or Sales Kickoff Keynote (Motivational and Inspirational)

A motivational and inspirational keynote that establishes shared language, intellectual clarity, and emotional commitment around trust, value, and behavior change.

This session creates urgency and belief — helping teams understand why this effort matters and why it is worth engaging in fully.

<p>In-Person Delivery of Module 1</p> <p>Anchors the program with early momentum and trust-building.</p>	<p>90-Day Post-Program Check-In</p> <p>Reinforces accountability and supports sustained execution after program completion.</p>
<p>Expanded Assessment Packages</p> <p>Enable deeper measurement of trust indicators before and after the program.</p>	<p>These elements are optional.</p> <p>They are used to accelerate adoption — not to replace the core program.</p>

These elements are optional.

They are used to accelerate adoption — not to replace the core program.

The Next Step

If you are ready to:

- Reduce price pressure without sacrificing growth
- Build a sales organization customers prefer — and pay more to work with
- Replace discounting with trust-driven differentiation
- Create consistent, trust-building behaviors across your sales team

Then the next step is a conversation.

Schedule a Strategy Call

No pressure.
Just clarity.

Schedule a Strategy Call



TheTrustPremium.com



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This program addresses trust as a behavioral and economic variable — transforming how sales teams are experienced by customers, and how customers decide.

Designed for:

Sales leaders and executive teams responsible for revenue, margin, and customer relationships.

Schedule a Strategy Call



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