The Language of Trust: Selling Ideas in a World of Sceptics

- Do you know how to craft persuasive messages and ads that truly influence customer decisions?

- Are you ready to use psychological methods to reach the hearts of your customers?

- Would you like to discover the secrets of building trust that turns sceptics into loyal supporters?

Introduction

Today's consumers are more sceptical, selective, and questioning than ever before. They are exposed to countless messages daily, but they listen less and demand more proof before placing their trust in a brand. For anyone trying to sell—whether it is a product, a service, or an idea—the real challenge lies not in shouting louder, but in choosing the right words that resonate and build credibility. The Language of Trust workshop is designed to help professionals navigate this new reality by mastering the psychology of influence and the art of authentic communication. Participants will learn how to use language strategically to gain attention, inspire confidence, and establish meaningful connections with customers. By applying these techniques, you will be able to engage sceptical audiences, influence decisions more effectively, and build long-term trust that translates into lasting success.

Do you know how to create influencing Ads?
Do you know how to enter the heart of your customers with the psychological method?

Introduction

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 workshop is for anyone who must sell ideas, products, services, or even themselves to a public that just doesn't want to hear it. Trust is fundamental to creating a relationship with customers. After a pandemic, of the most powerful means to reach customers – the words. The choice of words to gain confidence is so important. The question is – do you know the secret how to engage, influence and gain the trust of the consumers? If this is what you are looking for, this workshop is for you.

Program Objectives

This program aims to:
- train you how to regain the confidence of your clients and customers and communicate with them on their terms

Learning Outcomes
After completing this program, the participants should be able to:

- Sell ideas, products, services to a public that just doesn't want to hear them.
- Apply what words to use, what words to lose, and how to structure your message to overcome scepticism and build and keep the trust of your audience.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend?

Marketing Personnel, Business Developer, Marketing Consultant, Social Media Marketers, Corporate Communication Officers, Senior Management, and anyone who would like to enhance their power of influence through writing and words.

Program Outline

<table>
<tr><td colspan="2" align="center">Day One</td></tr>
<tr><td align="center">Time</td><td align="center">Topics</td></tr>
<tr>
<td>9:00am – 10:30am</td>
<td>The New Language of Trust

In this module, the participants learn the concept of symbols and the communicated message. Then, the participants would learn the impact of scepticism on how we operate, the implication of how we communicate.</td>
</tr>
<tr>
<td>10:30am – 11:00am</td>
<td>Tea Break and Networking</td>
</tr>
<tr>
<td>11:00am – 1:00pm</td>
<td>All Start with Words

The language of trust is the language of your audience. The participant would learn the new sales mantra on how to agree with objections. The participants would practice how to produce engaging sceptic and the principle how to produce the language of trust.</td>
</tr>
<tr>
<td>1:00pm – 2:00pm</td>
<td>Lunch and Networking</td>
</tr>
<tr>
<td>2:00pm – 3:30pm</td>
<td>Principles of Credible Communication 1: Be Personal and Be Plainspoken

In this module, participants would learn how to make it relevant, make it tangible, and make it human. The participants would learn about personalizing infrastructure. Besides, the participants would learn how to make themselves real in this module. The participants would look at the topic such as, people don't know what you think they know, simple does not always mean short, say enough but not too much in the module.</td>
</tr>
<tr>
<td>3:30pm – 4:00pm</td>
<td>Tea Break and Networking</td>
</tr>
<tr>
<td>4:00pm- 5:00pm</td>
<td>Principles of Credible Communication 2: Be Positive and Be Plausible

The participants would learn the positive principle – negativity breeds contempt. The participants would learn how to build up the reaction words with consumer response. The participants would understand positive is not Pollyanna, positive are forward-looking, and the possible root. Then, the participants would learn to apply plausible as the new influence words.</td>
</tr>
<tr><td colspan="2" align="center">Day Two</td></tr>
<tr><td align="center">Time</td><td align="center">Topics</td></tr>
<tr>
<td>9:00am – 10:30am</td>
<td>Getting to Listen: Engagement before Discussion

In this module, the participants would learn the rule of engagement.</td>
</tr>
</table>

	A practical session ensures the participants are able to apply the rule of engagement. Lastly, the participants would learn how to transform from monologue to dialogue in this module.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**It's Not About You: Putting Their Interest Before You** The participants would learn how to lead with another person. The participants would be guided step-by-step on how to create the message that put others as a priority. The participants would learn a language and a mindset as others as a priority.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**That's Not What I Meant: Content Before Specifics** The first thing the participants would learn in this module is to take out of content. The participants would find out where communicators go wrong. At the same time, the participants would learn how to have the context explain actions, and context provides perspective, context sets expectations and context in action – the language lenses.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**The Language of Trust in the Digital World** In this module, the participants would learn the different impact of words in a different medium. Then, the participants would learn how to use the language of trust online. This module is very important because post-pandemic the main communication medium – the digital platform.