



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

*Michael Maslansky, Scott West, Gary DeMoss, David Saylor*

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**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.

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