



South
Australian
Leaders

Knowledge Workshop

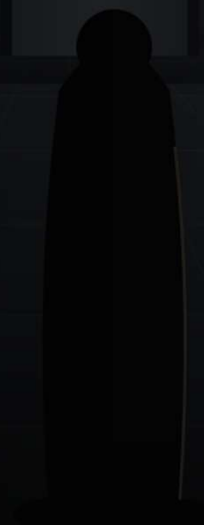
The Trust Economy: Why Buyers Are Harder to Win Than Ever

Binh Nguyen, Market Ease Digital

A NEW ERA OF WINNING BUSINESS

The Trust Economy

Why buyers are harder to win than ever.





A NEW ERA OF WINNING BUSINESS

The Trust Economy

Why buyers are harder to win than ever.

A QUICK SHOW OF HANDS

Who's finding that
winning new
business feels
harder than it did
five years ago?



Mentimeter - Who's finding that winning new business feels harder than it did five years ago?

Yes

No

THE BIGGEST SHIFT

1998 · Information Economy

Information was power.



Library



Newspaper



Salesperson

"You don't compete against everyone."

THE BIGGEST SHIFT

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Information was power.

-  Library
-  Newspaper
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"You don't compete against everyone."

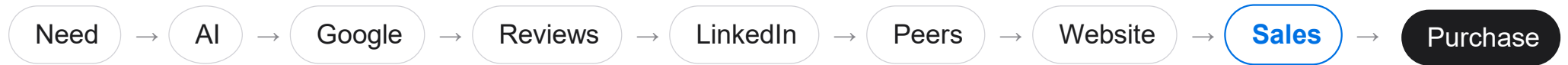
2026 · Trust Economy

Trust is power.

-  Google
-  Reviews
-  YouTube
-  ChatGPT
-  LinkedIn
-  Reddit

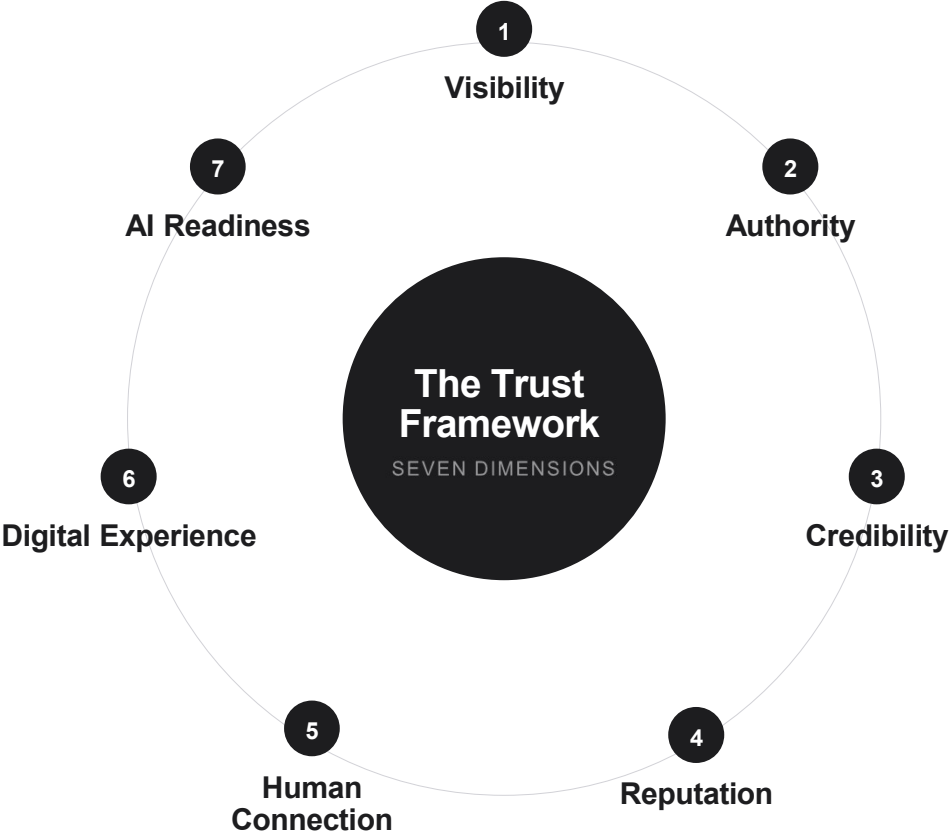
"You compete against the 3 businesses buyers trust enough to contact."

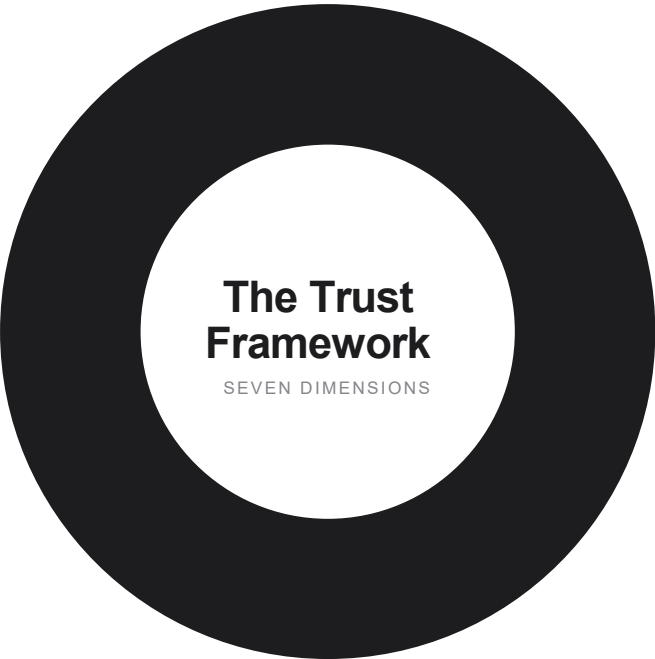
THE MODERN BUYING JOURNEY



The salesperson has moved from the beginning of the buying journey to the **end.**

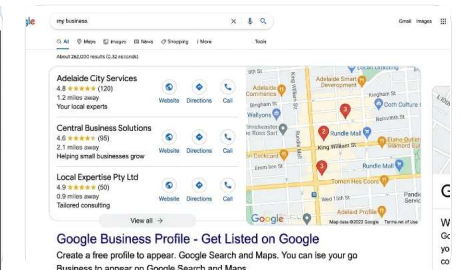
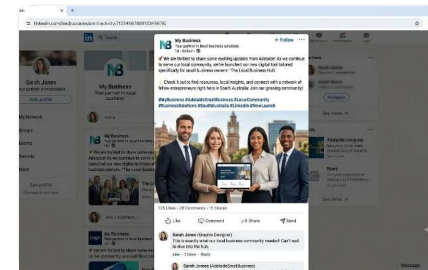
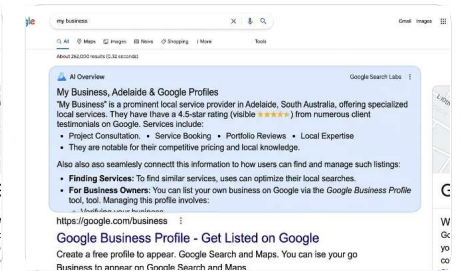
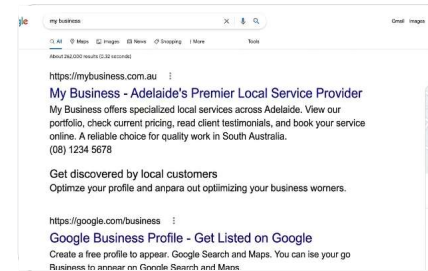
THE FRAMEWORK





- 01 Visibility
- 02 Authority
- 03 Credibility
- 04 Reputation
- 05 Human Connection
- 06 Digital Experience
- 07 AI Readiness

If buyers can't find
you, they can't **trust**
you.



Mentimeter - If one of your ideal customers started looking for a business like yours today, how likely are they to find you before they find your competitors?

1 = We're almost invisible.

10 = We're everywhere our buyers are looking.

AUTHORITY · 02 / 07

People trust experts.

Authority is borrowed trust.

Stage

Podcast

Book

Media interview

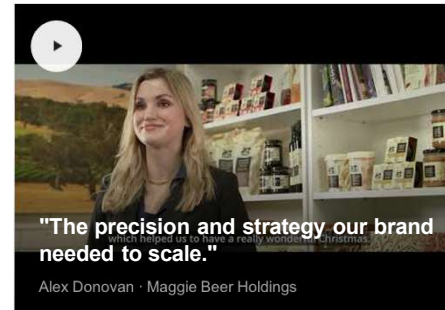


Mentimeter - How strongly are you recognised as an expert in your industry?

1 = Nobody knows who we are.

10 = We are one of the recognised leaders in our market.

Claims don't build
trust. **Evidence**
does.



Mentimeter - How much proof do you provide that you can deliver on your promises?

1 = We tell people we're good.

10 = We prove it with evidence.

**Your reputation is
being built **whether**
you participate or not.**

Google Reviews



Facebook



Trustpilot



LinkedIn recommendations

+24

Mentimeter - If a buyer researched your business today, what would they discover?

1 = Little information or negative sentiment.

10 = Outstanding reviews and a strong reputation everywhere.

People trust people.

Not logos.

Richard Branson

Steven Bartlett

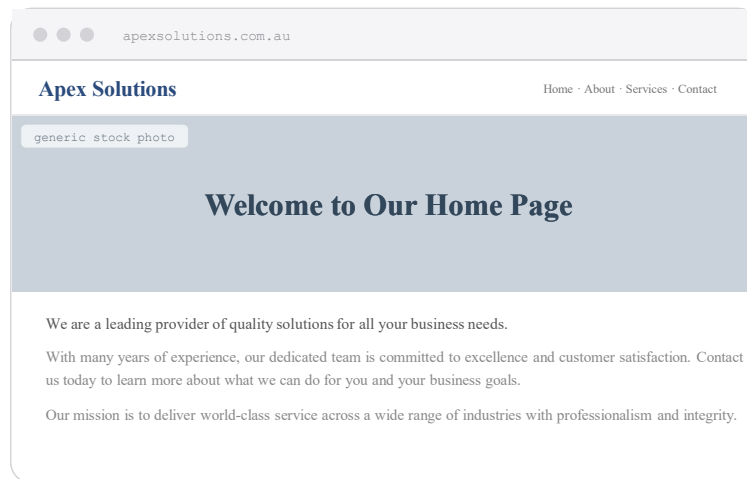


Mentimeter - How connected do your customers feel to the people behind your business?

1 = We're just another company.

10 = Buyers know us, like us and trust us.

Trust is lost in **seconds**.



- Slow
- Poor design
- No reviews
- No CTA
- Generic copy

THE ANATOMY OF TRUST

Every element earns belief.

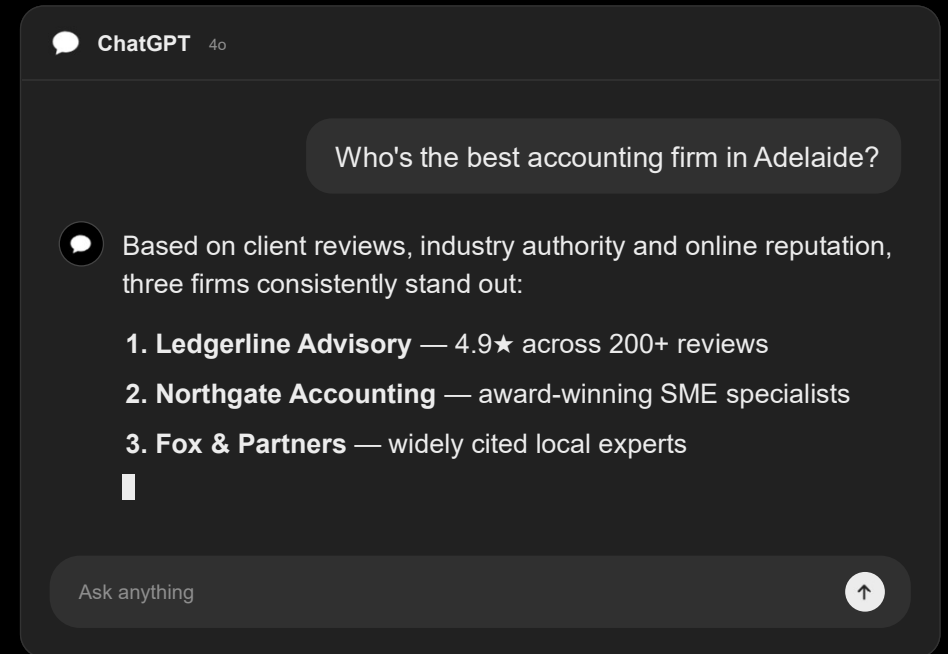
Headline	
Value proposition	the promise
Social proof	
Testimonials	★★★★★
Case study	before → after
Guarantee	remove the risk
Call to action	Get started

Mentimeter - When someone visits your website or digital channels, how much confidence do they immediately gain?

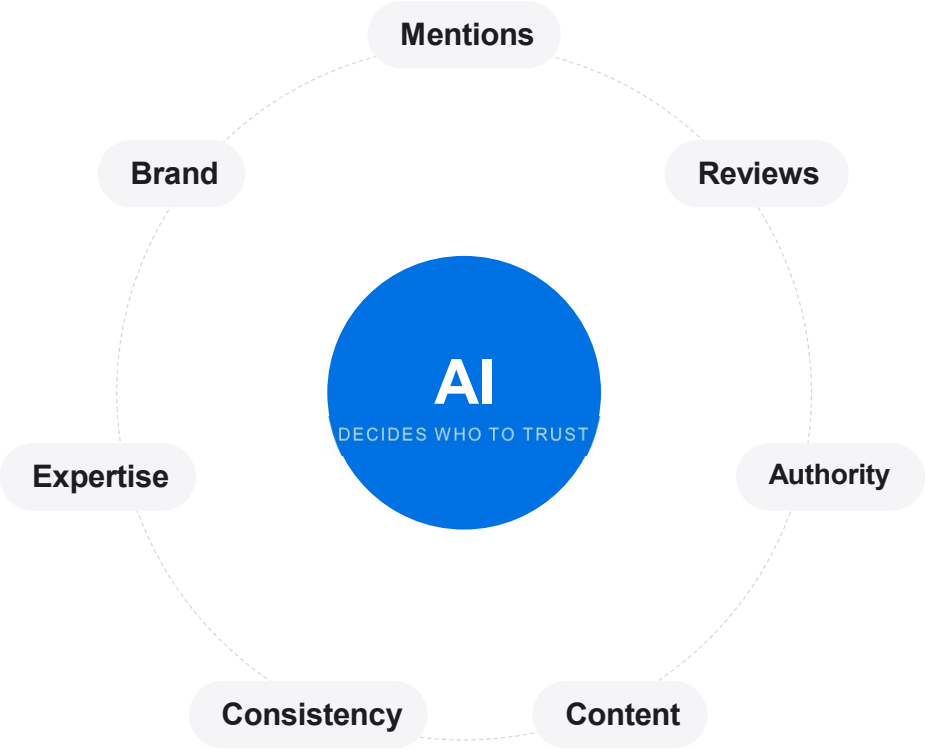
1 = It creates doubt.

10 = It immediately builds confidence.

Your newest customer might not be **human**.



HOW AI DECIDES



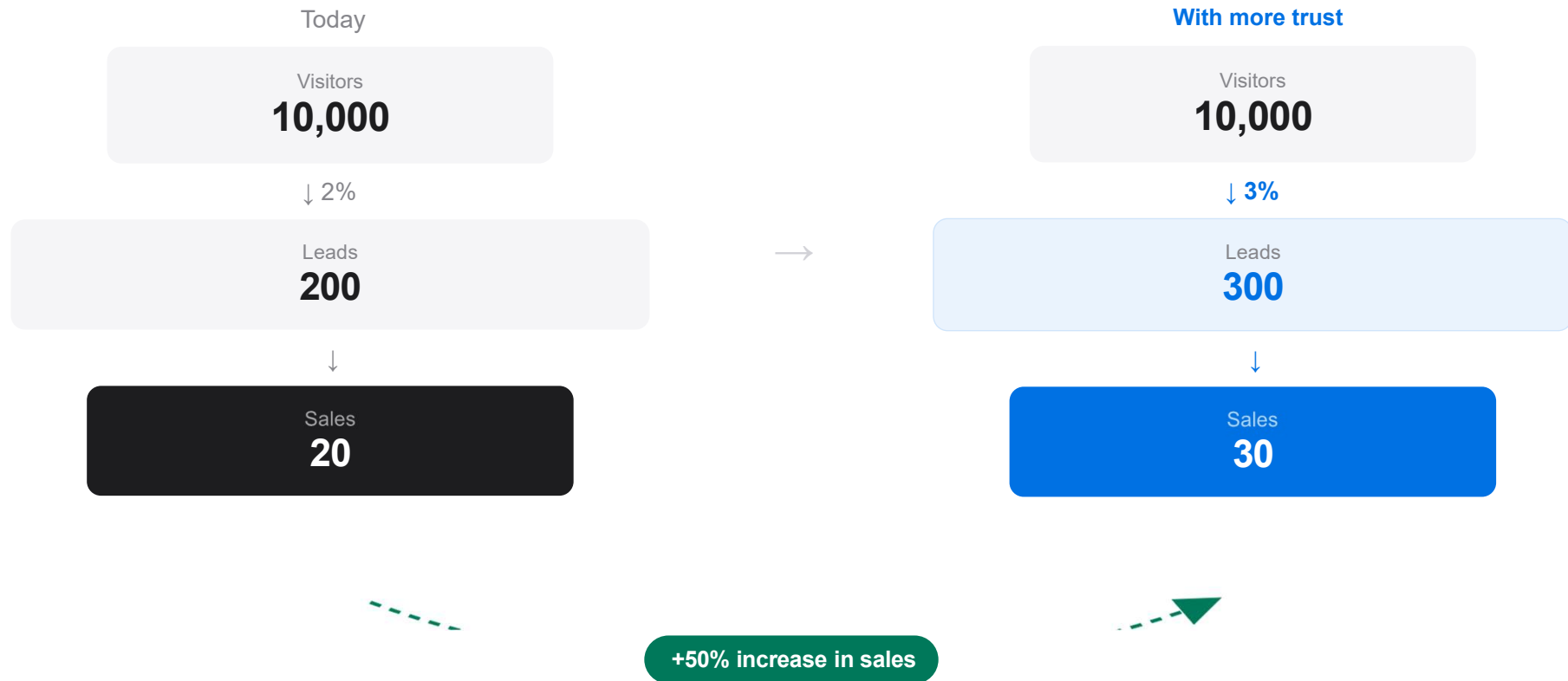
Mentimeter - How confident are you that AI would recommend your business over your competitors?

1 = AI would struggle to find or recommend us.

10 = AI consistently recognises us as an authority.

COMMERCIAL IMPACT

Trust compounds.



TRUST COMPOUNDS EVERYWHERE





CASE STUDY

Two clients. One industry Two very different story.

CLIENT 1

2.4%

conversion

CLIENT 2

5.38%

conversion

\$18K

AOV

\$37.4K

AOV

Same traffic. Same industry. One built trust across all seven dimensions - and revenue followed.

IT COMES DOWN TO THREE QUESTIONS

01 Can buyers **find** you?

IT COMES DOWN TO THREE QUESTIONS

01 **Can buyers *find* you?**

02 **Do they *believe* you?**

IT COMES DOWN TO THREE QUESTIONS

01 **Can buyers *find* you?**

02 **Do they *believe* you?**

03 **Do they *choose* you?**

THE TAKEAWAY

The businesses that win tomorrow won't necessarily be the biggest. They'll be the ones with the greatest Trust Advantage.



OVER TO YOU

What part of your Trust Framework needs the most work?

Score yourself out of ten on each of the seven dimensions - that's your Trust Score out of 70.