

# Seniors Want a Trusted Advisor

What would you say the number one thing is that seniors look for in an advisor? Is **trust** the first thing that comes to mind? According to the 2012 Senior Survey, “trust” was once again the resounding answer to what senior clients want and need in an advisor.

In the survey, the statistics lined up pretty much as you might have guessed with what clients list as most important:

- Trust (59.4%)
- Experience (25.2%)
- Variety of Products Offered (3.5%)

So what are the key elements to creating and building trust with seniors?

1. **Appearance** – trust starts with a first impression, including the image you create over the telephone. Dress, grooming, smile, handshake, manners; even your business card, website, and social media presence create an impression which can foster trust or arouse suspicion. A little common sense dictates that consistently appearing as a professional in every way builds trust with prospects and clients.
2. **Competence** – demonstrated by asking the right questions to uncover needs, and knowing your industry, carriers, and product solutions well. Having the knowledge/ability to answer questions and address concerns.
3. **Be connected** – demonstrate care and concern for other people, focusing on people and identifying their needs. This is supported by active listening and communication skills. Show that you are interested in them, beyond their potential insurance needs. Ask open questions about their life and interests, then actively listen.
4. **Be dependable** – reliably following through on what you say you will do. It means being accountable for your actions and responsive to the needs of your prospects and clients.
5. **Be believable** – be completely honest and fair in dealing with others at all times. Act in a consistent, values driven manner that reassures people that they can rely on you. Know this quote as truth in most relationships: “I’m not upset that you lied to me, I’m upset that from now on I can’t believe you.” — [Friedrich Nietzsche](#).
6. **Be in the moment** – important with all people, but especially important in building trust with seniors. More than just active listening, this includes active observation. Good insurance agents are able to make potentially complex matters simple in all cases. Often times with seniors, it is also important to move at a pace which does not frustrate your prospect or client. Be in the moment and observant.

**See the JLS Marketing Concepts LTD credibility tips for several practical ways for an insurance agent to build trust with senior prospects and clients.**