

# Smart Notes

Selling Trust and Building Relationships,  
with **Joe Mynhier**, Author of *The Introverted Hunter*



- 1.** Architecture sales is about **understanding how your services and design are going to impact and improve the lives of the purchaser.** Mynhier says, “You’re selling trust, and the people buying your services are buying and investing in their trust in you. That’s the important thing to understand about the sales culture of architectural and engineering services.”
- 2.** Mynhier’s coined term, the **“Hunting Continuum,”** is a circular sales process of building relationships based on trust to then foster new relationships to grow your network. It’s not about going from one sales job to another but nurturing existing relationships.
- 3.** When it comes to sales, **you don’t have to be an extrovert to excel.** Your strategic listening skills, observation skills, and trustworthiness are essential factors to becoming a super salesperson.
- 4.** **Strategic listening and persuasion** can be the differentiator you need to close the deal. If you understand how to solve your client’s problems to make their lives easier, you will beat out the competition.

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