



Why you are losing customer trust before earning it.

3 simple mistakes keeping your
customers from trusting you—
and how to fix them.

MISTAKE 1:

Failing to put yourself in your customers' shoes

You can't build trust if you don't understand their journey. Lead with **empathy**, not assumption



MISTAKE 2:

Assuming that there's only one profile of a seller



Not every brand or seller works the same way.
Composable commerce means making
room for flexibility.

MISTAKE 3:

Selling on momentum instead of solving problems

Pushing hard without purpose?

That's a fast way to lose customer confidence.



Ready to Build Real Trust with Your Customers?



Learn how to fix these mistakes—
and turn trust into growth.

Read our blog to get started.