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## Credibility Crisis: 4 Strategies for Cultivating Consumer Trust

Instead of churning out traditional sales lingo and telling consumers what they want, focus on listening to what they need.

By Merilee Kern  
Published in **Wearables**  
Tuesday, August 1, 2017

Did you know 97% of online shoppers bail out without purchasing on their first visit to a site? And roughly 70% of shoppers who do add items to online shopping carts don't complete the purchase. Despite improving consumer confidence, there's a severe disconnect between vendors and the marketplaces they hope to serve, a situation resulting in some serious economic opportunity loss. Far too many companies are churning out traditional sales lingo, laced

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