

A SIX-QUESTION LENS FOR SALES WORK THAT EARNS TRUST

The Trust Filter.

Run any deal, message, sales call, AI workflow, or piece of content through these six questions before it ships. **Three or more "no" answers means the work goes back.** Same standard for a cold email or a board presentation: did it deposit trust, or withdraw from it?

— THE SIX QUESTIONS

01 / DIAGNOSE**Is the buyer's actual problem visible?**

Make the problem specific and quantified before any solution shows up. Do not lead with the fix.

02 / QUANTIFY**Is the cost of inaction on the page?**

What does it cost the buyer to do nothing? In dollars. If you cannot say it, the buyer will not act.

03 / TEACH**Does the non-buyer leave smarter?**

Only 3% of any market is buying right now. The 90% who are not still need to learn something.

04 / TIE**Is this tied to what they care about now?**

Connect to a current event, a recent change, a number they read this month. Today's news is the wedge.

05 / DEPOSIT**Does this strengthen before drawing on it?**

Every interaction is a deposit or a withdrawal. Asking for time is a withdrawal. Teaching is a deposit. Deposits must outnumber withdrawals.

06 / REPEAT**Is this a sustainable cadence?**

Trust is built by a line, not a dot. One brilliant interaction is not a relationship. Showing up is.

The rule. Run the work through all six. Score honestly. Three or more failures means the work goes back to the desk before it goes to the buyer. The Trust Filter is the gate.

— OPERATOR QUESTIONS, THE SELF-DIAGNOSTIC

FOR EXISTING REVENUE

- Who in our CRM has gone dark for 60+ days but had a great outcome with us?
- Which past champions left their company in the last 12 months?
- When was the last time we reached out to a customer with no ask attached?
- Which warm opportunities paused, and do we know the actual reason or only a guess?
- If our top customer's CFO called a peer, what would they say about us?

FOR NEW REVENUE

- Are we leading with the buyer's pain quantified, or with our solution?
- For every meeting we ask for, what have we taught first?
- What current event in the buyer's industry is our wedge this month?
- Are we building a line with this buyer, or hoping a single dot lands?
- Are we counting score on what they "owe" us? If yes, we have already lost.