

Trust Signal Checklist

Pairs with: Trust is cumulative

Make small operating habits visible so buyers feel safer moving forward.

Founder / team	Account / market / topic	Date
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When to use it

Use before follow-up, procurement responses, or difficult buyer conversations.

What this worksheet covers

Promises kept small and precise	Useful evidence in every follow-up
Honest gap acknowledged with a plan	Plain-English risk language
Decision-ready meeting recap	

Questions to answer before you start

What promise did you make and can you keep it? _____ _____ _____	What evidence will you include in the next follow-up? _____ _____ _____
Which gap should be acknowledged honestly? _____ _____ _____	How will you make the next decision easier for the buyer? _____ _____ _____

Trust signals

Signal	Yes/No	Evidence or action
Follow-up sent on time	_____ _____	_____ _____
Promise is specific and small	_____ _____	_____ _____
Buyer question answered plainly	_____ _____	_____ _____
Evidence attached or linked	_____ _____	_____ _____
Gap acknowledged with plan	_____ _____	_____ _____
Risk language is clear	_____ _____	_____ _____
Meeting recap includes decision and owner	_____ _____	_____ _____
Next step has date	_____ _____	_____ _____
No inflated claims	_____ _____	_____ _____
Buyer has less work to do	_____ _____	_____ _____

Decision-ready recap

Element	Draft
What we heard	<hr/> <hr/>
What matters now	<hr/> <hr/>
Evidence attached	<hr/> <hr/>
Open risk or gap	<hr/> <hr/>
Decision needed	<hr/> <hr/>
Owner and date	<hr/> <hr/>

Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
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Decision card

What this now tells me

Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

Next action

Owner

Date to review
