

90-Day "Trust Sprint" Worksheet

Build the trust engine in one quarter • Designed for B2B teams of family-owned companies



Sprint Phases

Weeks 1–2: Choose + Prep

Define focus, risks, and proof sources.

Priority market/offer: _____

Top 3 buyer concerns (risk points): _____

Proof sources to gather (cases, metrics, certifications, checkpoints): _____

Weeks 3–6: Publish Proof Experience

Create core trust formats buyers can share internally.

Deliverables (set owner + target date):

2 Expert videos (60–120s) Owner: _____ Due: _____

1 Customer vignette (1 page) Owner: _____ Due: _____

1 "What to Expect" guide (web/PDF) Owner: _____ Due: _____

Weeks 7–12: Scale + Align

Embed trust assets into sales, web, and service workflows.

Add and align:

1 behind-the-scenes proof segment (process/quality)

1 interactive checklist (readiness/fit)

Update sales deck + proposal language to match proof stack

Add to onboarding/service cadence (QBR, check-ins, milestones)

Sprint Planner

Keep it simple: focus on one market/offer, reuse proof across formats, and align Sales + Marketing + Service.

Sprint goals: Choose 2–3 outcomes

e.g., more second meetings, shorter cycles, higher close rate, fewer stalls

Proof assets to collect: Choose 4–6

e.g., 2 case wins, 2 metrics, 1 certification, 1 process checkpoint

Where this proof will live: Placements

Website • Sales deck/proposals • Follow-up emails • Onboarding/QBR

Weekly review: 15 minutes

What's deployed? What's blocked? What proof can be reused next?

Meeting day/time: _____

Owner: _____ Notes: _____