

TRUST MARKETING

MAKE THE PROMISE MATCH THE PROOF

Trust marketing becomes durable when the public assurance claim, the scoped service, the operating control, and the supporting evidence tell the same story.

SCOTT NORTON / PCI DSS QSA | JOHANSON GROUP, LLP

01

**TRUST LANGUAGE CAN EXPAND AS IT MOVES
FROM AN ASSESSMENT ARTIFACT TO A
PROPOSAL, LANDING PAGE, BADGE, AND
SALES CONVERSATION.**

02

**EVERY ASSURANCE CLAIM HAS A BLAST
RADIUS. REPETITION CAN WIDEN THE
PROMISE BEYOND THE PROOF.**

03

**GOVERN THE CLAIM: OWNER, WORDING,
SOURCE, SERVICE BOUNDARY, PERIOD,
TRIGGER, AND RETIREMENT PATH.**

04

**BUILD FROM THE EXACT SERVICE OUTWARD.
NAME WHAT WAS ASSESSED AND WHAT THE
CUSTOMER STILL OWNS.**

05

**A BADGE WITHOUT CONTEXT IS WEAKER
THAN A CLEAR SERVICE AND RESPONSIBILITY
STORY.**

**LET ONE APPROVED CLAIM RECORD DRIVE
TRUST PAGES, POSTS, DECKS, PROPOSALS,
AND ENABLEMENT CARDS.**

MARKET THE OPERATING METHOD: OWNERSHIP, CHANGE REVIEW, EVIDENCE CURRENCY, EXCEPTION HANDLING, AND ACCOUNTABLE ANSWERS.

08

MAKE THE PROMISE MATCH THE PROOF.

ONE MOVE TO MAKE NOW

Create one claim card for the most visible assurance statement: approved wording, service scope, exclusions, customer responsibility, source, owner, effective period, review trigger, and every active channel using it.

PRACTITIONER METHOD / SCOTT NORTON