

Trust layer	Trust-building proof buyers need	Revenue impact	Buying journey stage	Buyer stakeholders targeted	Responsible teams	Metrics
<p>Peer Trust Acceleration</p> <p>Provides evidence of solution's operational efficiency</p>	<ul style="list-style-type: none"> Industry-specific case studies Benchmark data Client reviews Analyst reports 	Shortens evaluation by giving buyers credible proof that comparable organizations have successfully implemented the solution	Awareness - consideration (top and mid-funnel)	Operational: Individual contributors, managers, specialists; procurement	<ul style="list-style-type: none"> Marketing (asset creation) Sales (nurturing, prospect engagement) 	<ul style="list-style-type: none"> Asset engagement Review platform ratings
<p>Technical Trust Foundation</p> <p>Demonstrates tech and integration compatibility of the solution</p>	<ul style="list-style-type: none"> API documentation Sandbox environments Security specifications 	Quantifies the impact on the technology stack and enables self-service compatibility verification, reducing technical risk and eliminating evaluation stalls	Consideration - decision (mid-funnel)	Technical: developers, ops, business intelligence, IT security and compliance	<ul style="list-style-type: none"> Marketing (distribution and discoverability of technical assets) Product (asset creation) Sales (nurturing, prospect engagement) 	<ul style="list-style-type: none"> Documentation/sandbox usage rate
<p>Continuous Value Demonstration</p> <p>Shows continuous ROI and outcomes from the solution</p>	<ul style="list-style-type: none"> Regular business reviews Product roadmap updates (quarterly releases) Client Success check-ins 	Resolves final purchase concerns by demonstrating long-term ROI commitment; reduces churn by proving ongoing innovation and measurable outcomes	Consideration - decision (mid and bottom-funnel) and post-sale stage	Executive and revenue leaders: CEOs, CMOs, CFOs, CROs, VP Sales, VP Customer Success, etc.	<ul style="list-style-type: none"> Product and Marketing (full-funnel) Sales (decision stage) Client Success (post-sale stage) 	<ul style="list-style-type: none"> Net Revenue Retention (NRR) NPS/CSAT scores Referral rate Expansion revenue rate Client churn rate