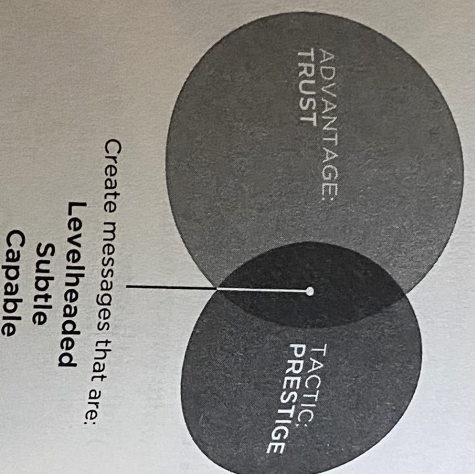


How Trust Brands Could Use the Prestige Tactic:

Be Levelheaded, Subtle, and Capable

- Build constant improvement into your core values.
- If you find a "bug" in your system, announce a clear timeline of when it'll be fixed.
- Highlight the longstanding success of your tried-and-true favorites.



Flying Scot

She's a handcrafted vessel, designed in 1957. Her unsinkable shape glides effortlessly through the water. By leveraging Trust, Flying Scot has survived decades of sailing's so-called improvements, and its boats can still be found bobbing gently in most northeastern marinas.

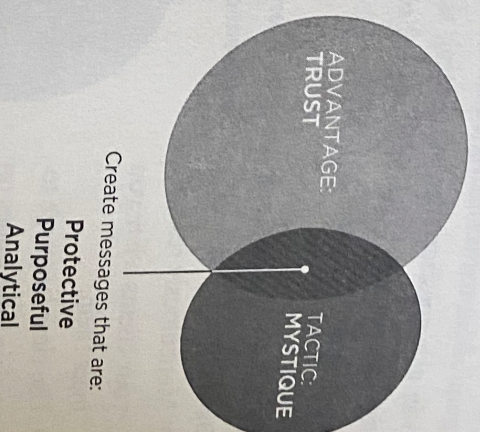
Trust favors consistency and reliability. Flying Scots won't surprise you with a clever new rigging system or a flashy new hull. Here's the promise: each boat lasts a lifetime. Be sure to pick a color you like, because you'll have it practically forever.

Decide how your brand will be best in class, stick to it over time, and you'll earn everlasting respect.

How Trust Brands Could Use the Mystique Tactic:

Be Protective, Purposeful, and Analytical

- Rather than flashy parties or meetings, have low-key interactions with team members.
- Allow anonymous feedback with comment cards for customers and employees.
- Base your actions on solid research and long-term plans.



Are you asking questions before rattling off answers that might not be helpful to your customer? Here's a smart way to give exactly the feedback your audience needs (nothing more, nothing less).

Questions Matter More Than Answers

When customers ask for tech support, the answer should depend on the expertise of the person asking. Beginners need simple language, while professionals want more sophisticated descriptions. DreamHost, a tech company, asks its customers to identify their own tech expertise before they receive an answer. Here are the choices:

1. Please explain everything to me very carefully.
2. I do know some stuff, but please don't assume too much.
3. Overall I know my stuff, but I'm a little shaky in this area.
4. I have a good understanding of this stuff.
5. Not to be rude, but I probably know more about this than you!