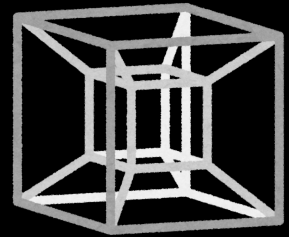# TigerBeetle

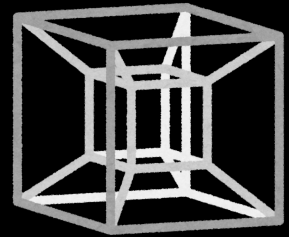**TigerSales:** Building Trust That Lasts

December 4th, 2025

What is trust? (dictionary definition)

Assured reliance on the character, ability, strength, or truth of someone or something.

What is trust? (our own definition)

The undeniable feeling you get when you know someone will raise their hand to take accountability through the good and the bad times. The emotional conviction to know the task at hand will get done well and with unshakeable conviction and character.
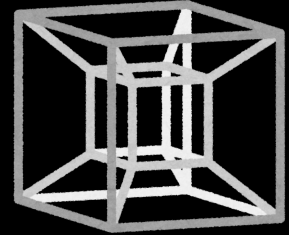
What does it feel like to trust?

- Your spouse
- Your friends
- Your kids
- Your family
- Your colleagues
- Your manager

At TigerBeetle, we want to build genuine trust that lasts.

Trust is nuanced and deep

The undeniable feeling you get when you know someone will raise their hand to take accountability through the good and the bad times. The emotional conviction to know the task at hand will get done well and with unshakeable character.

Revenue is straightforward, but one-dimensional

The total income produced by a given source.

Most businesses make **revenue** the goal.

They think trust is ***"boring"***

But making revenue the goal, ***erodes*** trust and sets up a transactional relationship.

Building *trust* **is** our goal.

Trust is the input, Revenue is the output.

Trust builds revenue, not the other way around.

Trust is determined across multiple phases in sales

TRUST IN SALES

- Pre-call research
- Cold outreach engagement
- First call connection
- First meeting follow-up
- Subsequent virtual & in-person meetings
- Team dynamics
- Technology delivery over contract term

What cold outreach from sales looks like today

COLD OUTREACH
No prior relationship

Automated ➡ "Set it and forget it"

Structured and templatized ➡ "Use these three options"

Focused on sender's product ➡ "Make sure you list our benefits"

High volume ➡ "We're warming up 20 domains"

CTA-centric ➡ "Make sure you get that 15 minute call booked"

What are your thoughts on this cold email?

Technical support metrics that matter `pitch`   Share ✓ 🕐 📚

Hit ⓘ to summarize

From
To   peter@tigerbeetle.com
Tuesday, November 11 2025 at 6:00 AM PST ✕

Hi Peter,

Running customer success for a high-performance database means your team fields
integration questions, API troubleshooting, and technical documentation requests around the
clock. ──────────▶ Assuming where my pain is vs. knowing

We handle technical support for fintech and database companies - developer onboarding,
integration assistance, API documentation questions - so your engineers stay focused on
product development instead of support tickets. ──────────▶ Focused on them vs. me

Microsoft, Zendesk, and DoorDash use us for their technical customer coordination. ──────────▶ Assuming I care about these logos

Quick call to discuss developer support scaling for TigerBeetle? ──────────▶ Asking for a meeting on first email
...

Today's cold email templates are hurting your brand and your chances at building trust.

And it doesn't get much better after the first meeting, either.

"*Just* following-up on our first meeting.."

"I haven't heard from you so is this not a priority?…"

"Can you let me know which *fits your situation?:*

A. I offended you in my first meeting
B. You've been on a vacation island for the past
    2 weeks
C. You're still interested in chatting"

What if you changed how your prospects got to know you?

COLD
No prior relationship

Often automated   ➤   Highly curated and intentional

Structured and
templatized   ➤   Experimental and creative

Focused on
sender's product   ➤   Focused on trends

High volume   ➤   High on human connection

CTA-centric   ➤   Solution-centric

Here's how we'd like to get to know you

COLD
No prior relationship

Highly curated and intentional

Experimental and creative

Focused on universal pains

High on human connection

Solution-centric

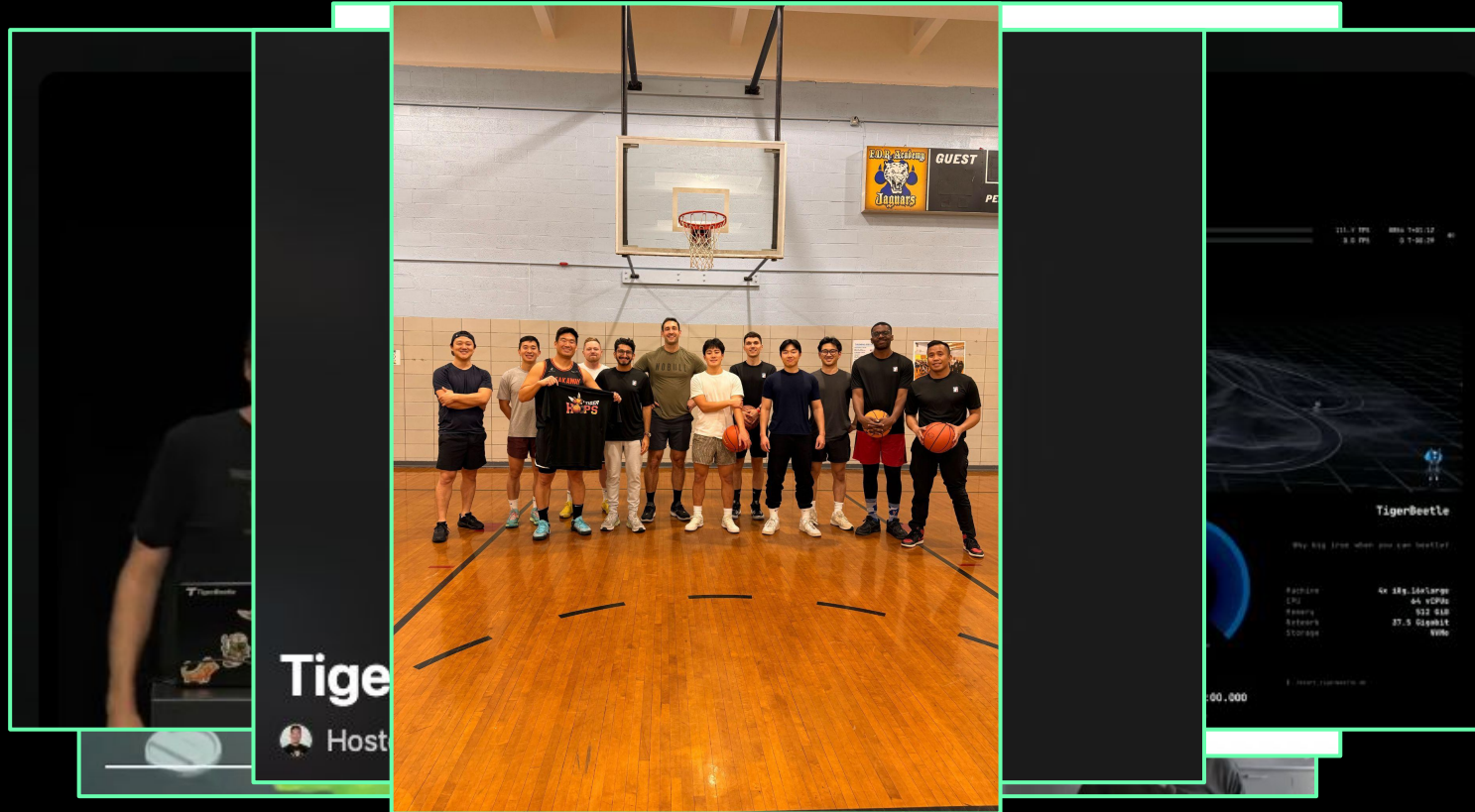**TigerBeetle**

"We're hosting something for the community…"

"We created a racer game to demonstrate TigerBeetle's performance"

"Realtime is only increasing"

"We'd love to meet you…"

"Here's what we believe is the path.."

BTHF: Be There Have Fun!

What you won't see us do

X Automated cold sequences

X Multiple follow-ups after
the first call

What we *will* do

Continue to bring the community together

Create authentic 1:1 relationships

BTHF!

Thank you!