The Truth-Based Positioning Sheet

Sharpen your message using customer truth instead of guesswork (with or without ChatGPT). This sheet is built on the Truth Mapping Framework: Perception, Pattern, Positioning. You won't be doing a full rewrite with this, but you will be sharpening what's already happening.

Section 1. Perception

What do your customers *actually* say about you and your value?

- What words do they use to describe your benefits?
- Where do they hesitate or misunderstand?
- What's the most common objection you hear in sales calls?
- What is the most important goal customers are trying to achieve?
- What limits them in achieving that goal?
- How are you helping them to achieve their goal?

Examples
Your team knows our people by name. You guys feel like colleagues'
'We are struggling to stay connected to everyone in the workplace'
'We don't see the benefit over a tool like Hubspot'
'Our tech stack requires standard xyz which you don't have yet'

Section 2. Pattern

What patterns show up across conversations?

- What keeps coming back in convo's with your best-fit clients?
- What do your best-fit clients all want to avoid?
- How does your product/service help them in surprising ways?
- What is the high-cost, high urgency problem you solve for your customer base?

Examples:
'After becoming B Corp we are under high pressure to create x'
'Without your product, our [workflow a] would be 15% slower'
'We have never been able to control [issue b] but now we can'

Section 3. Positioning

What do you need to say (or stop saying) now?

- What do you need to double down on?
- What's safe but not longer relevant?
- What feels brave but true?
- What is too vague and needs to be more explicit?
- Who does sales need to target, obviously?

Examples:
A specific perception?
A specific number or quantifiable benefit?
Something you should claim instead of explain?
Case studies?

Need more help?

Download The False Clarity Checklist
Book a strategic clarity call at babelfish.agency
Read this bullshit-free article on positioning

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06-524 77 244 www.babelfish.agency

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