

Quick checklist.  
Honest answers.  
Real clarity.



## Market alignment

**1. Elevator Test:** Ask 3 team members "What does our brand stand for?" Do you get the same answer?

Yes  Kind of  No

**2. Decision Test:** Does your positioning guide product/marketing/hiring decisions?

Yes  Kind of  No

**3. Sales Team Test:** Do your sales people actually use your positioning when they sell?

Yes  Sometimes  No

**4. New Hire Test:** Can you explain your positioning in a way that sticks?

Yes  Sort of  No

## Internal alignment

**5. Customer Recognition:** Do customers recognize themselves in your brand story?

Yes  Sometimes  No

**6. Competitive Clarity:** Can you clearly explain why someone should buy from you, not your competitor?

Yes  Kind of  No

**7. Consistency Test:** Do your last 5 marketing pieces tell the same story?

Yes  Somewhat  No

**8. Why Us Test:** Ask recent customers why they chose you. Does it match your positioning?

Yes  Partially  No

## Authenticity test

**9. Belief Test:** How much do you believe in what your positioning says?

Always  Sometimes  It happens that I do not...

**10. Execution Test:** Does your brand actually DO what you promise?

Yes  Mostly  No

**11. Boundaries Test:** Are you clear about what you're NOT?

Yes  Sometimes  No

## Business impact

**12. Sales Cycle:** Does it typically take to close as your industry average?

It takes shorter  Kind of  It takes longer

**13. Retention:** Do customers stay or leave?

Mostly stay  Mixed  Mostly leave

**14. Lead Quality:** Are the leads you attract actually a fit?

Yes  Hit or miss  No

WHAT THIS TELLS YOU Sum your "yes's"

11+ "Yes" answers: Positioning is solid. Minor tweaks might help.

7-10 "Yes" answers: You have a positioning problem that might cost you in sales, quality, or alignment.

Fewer than 7: Positioning definitely needs a rebuild.

Sometimes it is not easy to see the positioning misalignment...

If you are ready for the Clarity

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