

THE AUTHORITY GAP

Why Consulting Firms Lose Deals They Should Win

A WORKSHEET TO HELP YOU SEE WHAT YOUR BUYERS AREN'T SURE ABOUT—AND HOW TO EARN **THEIR** CONFIDENCE.

Buyers don't say "no" because of your price. They say no when confidence is missing.

Before buyers ever reach out, they're asking three questions that shape their **confidence in you**:



Why this firm?

Do we believe you understand our world?



Why should we trust you?

Do we believe you'll do what's right?



Where do we see your expertise?

Do we believe you can deliver results?

This worksheet helps you look at your positioning through **your buyer's eyes**—so you can:

- ✓ Spot where confidence is breaking down
- ✓ Strengthen how buyers interpret your signals
- ✓ Close the gap between perception and reality



Based on the same proven framework from my upcoming book, **The Authority Gap**.



DEREK LITTLE

Author. Speaker. Advisor.
Helping consulting firms win more of the right deals.

For over 30 years, I've helped professional services firms strengthen their positioning, communicate with clarity, and earn buyer confidence earlier in the sales process.



THE AUTHORITY GAP

Why Consulting Firms Lose Deals They Should Win

A practical guide to understanding how buyers form confidence—and what you can do to earn it.

COMING SOON



LIVE WEBINAR

We'll walk through the full framework and show you how to close the gap.



Webinar Date:

Tuesday June 2nd at 11am ET



For a Limited Time Only
Get the Book for **50% Off**

THE **AUTHORITY GAP** WORKSHEET

See what your buyers aren't sure about—so you can earn their confidence.



“

“Buyers don't see your intentions. They see signals—and form conclusions from them.”

– Derek Little



1. CURRENT REALITY

Step back and look at your positioning through your buyer's eyes.

What is the current perception of your firm in the market? What do buyers see, think, or feel when they encounter you today?

Consider:

- ✓ What signals are we sending?
- ✓ How are those signals being interpreted?
- ✓ What assumptions might buyers be making?
- ✓ What's getting in the way of stronger confidence?

Use this space to capture your honest assessment.



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Confidence doesn't disappear at the end of the process. It breaks in small moments along the way.”

– Derek Little



2. WHERE IT BREAKS

Identify the moments where buyer confidence is most likely to break down.

Think about your positioning, messaging, content, conversations, and proof.

Consider:

- ✓ Where do buyers hesitate or go quiet?
- ✓ What objections come up most often?
- ✓ What's unclear, confusing, or hard to believe?
- ✓ Where do buyers compare you to others—and choose not to move forward?

What are the top 2–3 moments, messages, or perceptions where buyer confidence is most likely to break?

Be specific. The more honest you are here, the more impact you'll get from the webinar.



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“Buyers aren't evaluating everything you say. They're deciding what it means—and whether it's worth trusting.”

– Derek Little



3. BUYER PERSPECTIVE

Step into your buyer's shoes.
What are they really thinking, feeling,
and experiencing?

Understanding your buyer's world is the
key to building confidence.

Consider:

- ✓ What problems or pressures are they facing?
- ✓ What are their goals and success measures?
- ✓ What's at risk if they make the wrong decision—or do nothing?
- ✓ What would make them feel confident choosing your firm?
- ✓ Who influences their decision?

Capture what you believe is true from your buyer's point of view.

The deeper your empathy, the stronger your positioning will be.



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“Clarity isn't a message. It's a structure buyers can quickly understand and believe.”

– Derek Little



4. YOUR NARRATIVE (CORE SIGNALS)

What would a buyer need to see, hear, or believe to trust you?

Keep this tight, specific, and grounded in how buyers actually think.

Consider:

- ✓ Make it buyer-centric, not seller-centric.
- ✓ Use their language, not yours.
- ✓ Focus on what matters to them.
- ✓ Avoid jargon and internal terms.
- ✓ Be specific, not generic.

Bring your core narrative to life. Answer each prompt and capture your full narrative in the space provided.

This becomes the foundation for how buyers interpret you—and either move forward or hold back.

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|-----------------------------|--|
| Buyer Reality Shift | What is changing in the buyer's world that makes this issue more urgent now? |
| Misdiagnosed Problem | What are buyers misunderstanding or oversimplifying about the problem today? |
| Cost of Inaction | What risks, costs, delays, or exposures increase if they keep handling it the same way? |
| Hidden Insight | What do we see that buyers have not fully recognized yet? |
| Buyer-Side Logic | Why does our approach make sense from the buyer's perspective, not just from our sales perspective? |
| Distinctive Approach | What do we do differently in how we solve the problem? |
| Proof of Belief | What evidence would make a skeptical buyer believe this is credible, practical, and safe to justify? |
| Urgency Trigger | What would make the buyer act now instead of deferring the decision? |



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“When something is unclear, unproven, or indistinct, buyers don't push forward—they hesitate.”

– Derek Little



5. WHERE CONFIDENCE BREAKS

When a prospect sees your outreach, what are they likely thinking?

Confidence breaks when something is unclear, unproven, or not differentiated enough to feel safe choosing.

Common breakdowns:

- “I don't fully understand this.” (Clarity)
- “I'm not sure I trust this.” (Credibility)
- “This looks like other options.” (Differentiation)
- “I can't justify choosing this.” (Decision)

Where do you see this happening most?

Be specific. What's unclear to buyers? What makes them hesitate or second-guess?



Most breakdowns don't happen in the sales conversation. **They happen before it ever starts.**



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“Confidence grows when understanding is easy and proof is visible.”

– Derek Little



6. WHAT NEEDS TO CHANGE

What would make this easier to understand or trust—immediately?

Focus on the signals, clarity, and proof that would move buyers from unsure to confident.

Think about:

- ✓ What are buyers not seeing that they need to see?
- ✓ What's unclear or confusing?
- ✓ What proof, perspective, or evidence is missing?
- ✓ What would differentiate you more clearly in their mind?

Capture your thoughts and ideas here.

Be specific. The clearer you are, the more confident your buyers will feel.



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“Insight only matters if it changes what you do next.”

– Derek Little



7. YOUR DECISION

Clarity without action is just insight.
What will you do next?

Choose the actions that will have the biggest impact on building buyer confidence—and commit to taking the next step.

I will focus on:

- Refining my narrative
- Adding proof and evidence
- Adjusting my outreach
- Creating content that builds clarity
- Running a diagnostic with buyers
- Other: _____

What will you actually commit to doing?

Be specific. Make it clear. Make it happen.



Deals are decided before the first call.
Your job is to make the decision feel clear—before outreach ever happens.



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