

Market Positioning & Trust Scorecard

This scorecard is a self-assessment, not a scientific measurement of reputation. It reviews five areas that shape whether buyers trust and choose your business for reasons beyond price.

1. Clarity

- ☐ It's obvious what your business sells.
- ☐ It's obvious who you serve.
- ☐ There's a clear reason for someone to consider you specifically.

2. Credibility

- ☐ Real evidence of your business is visible (premises, stock, team).
- ☐ The information you present is accurate and current.
- ☐ Customer proof exists where available (references, testimonials).

3. Consistency

- ☐ Your business name is used consistently everywhere.
- ☐ Your contact information matches across all channels.
- ☐ Your visual identity is consistent.
- ☐ Your messaging doesn't contradict itself across channels.

4. Expertise

- ☐ Your team demonstrates real product knowledge.
- ☐ You offer educational guidance, not just sales pitches.
- ☐ Your understanding of the industry is visible to customers.
- ☐ Communication is professional and consistent.

5. Trust

- ☐ A new buyer would feel comfortable requesting a quote.
- ☐ A new buyer would feel comfortable visiting your business.

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A new buyer would feel comfortable placing a high-value order.

An existing customer would feel comfortable recommending you.

How to Read Your Results

This is a self-assessment intended to prompt reflection, not a definitive measurement. Areas with several unchecked items are worth examining more closely — they may be where buyers default to price instead of trusting your value.

Want a professional read on this?

Authority & Market Positioning is one of our four consulting practices. Book a Business Growth Strategy Session™ at sonofmanmarketing.com/contact/