

Path 3 Playbook

Credibility & Authority

VCAdvisors.org Frameworks & Strategies

What This Path Solves

This path is for people who are **visible and competent**, but not taken as seriously as they should be.

They get:

- Hesitation instead of commitment
- Price objections from qualified prospects
- Long decision cycles
- Interest without follow-through

The issue is **perception**, not skill.

How to Recognize This Problem

A prospect likely belongs in this path if they say:

- “People like my work, but they hesitate”
- “I get pushback on price”
- “I’m compared to people I’m clearly more experienced than”

- “I know more than how I’m perceived”

This is not a marketing problem.

This is not a visibility problem.

This is a **positioning and authority problem**.

How Sales Partners Should Frame This Path

Use language like:

“Authority isn’t about being louder. It’s about how clearly your expertise is structured and recognized.”

Or:

“When people hesitate, it’s usually because they don’t know how to categorize your expertise.”

Do **not**:

- Inflate credentials
 - Talk about personal branding theatrics
 - Promise status, influence, or recognition
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Programs in This Path (Sequential, Not Bundled)

Step 1: Credibility Fast-Track

Purpose: Correct perception quickly.

This program:

- Identifies why authority isn’t being recognized
- Corrects credibility gaps

- Raises perceived expertise without exaggeration

Sales rule:

This is the correct starting point when hesitation and price resistance are present.

Step 2 (Recommended): Expertise Extraction Method

Purpose: Structure expertise.

This program:

- Turns experience into clear, respected frameworks
- Makes expertise legible to buyers and decision-makers
- Reduces the need for explanation or persuasion

Sales rule:

Recommend only after credibility gaps are addressed.

Step 3 (Optional): Category Leadership System

Purpose: Definition, not competition.

This program:

- Helps clients define their own category
- Positions them as a reference point instead of an option
- Is appropriate only at an advanced stage

Sales rule:

Never recommend prematurely.

Who This Path Is For

- Experienced consultants
- Experts with depth, not hype
- Founders selling premium services

Not for:

- Beginners
 - People borrowing authority
 - Anyone looking for shortcuts
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How to Guide the Decision

Ask one question:

“Do people hesitate because they don’t understand your value, or because they don’t recognize your authority?”

If it’s authority, this is the correct path.

Recommend **one program only**, based on where the gap exists now.

Internal Standard for Sales Partners

If someone:

- Is already visible
- Is competent
- Still faces hesitation or price resistance

Credibility Fast-Track is the correct starting point.

Every time.