

THE CREDIBILITY ENGINE

How Founders and Sales Leaders
Turn Trust Into Customers and
Scalable Go-to-Market

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The Credibility Gap Assessment

Is your market resisting the product, or does it simply lack enough reason to trust you?

Strong products often struggle because buyers, partners, investors, and market stakeholders do not yet have enough proof, familiarity, confidence, or perceived safety to act.

Use this assessment to identify where credibility is supporting growth and where it may be creating friction.

How to score each statement

Rate each statement from 1 to 5:

- 1 = Not true at all**
- 2 = Rarely true**
- 3 = Partially true**
- 4 = Mostly true**
- 5 = Consistently true**

Add your scores at the end.

Positioning and Relevance

1. Our ideal customer can quickly understand what problem we solve.

Score: ____

2. Our positioning clearly explains why a buyer should care now.

Score: ____

3. We can describe our value without relying on vague claims such as innovative, disruptive, faster, better, or AI-powered.

Score: ____

4. Our message is tailored to the buyer's actual priorities, risks, and operating environment.

Score: ____

Category Total: ____ / 20

Proof and Performance

5. We can demonstrate measurable results from real customers, pilots, or market activity.

Score: ____

6. Our claims are supported by evidence that a prospective buyer can understand and trust.

Score: ____

7. We have at least one strong case study, testimonial, reference, or performance story.

Score: ____

8. Our early wins can be reused to help move the next customer, partner, or stakeholder forward.

Score: ____

Category Total: ____ / 20

Market Trust and Authority

9. Prospective customers can find credible information about our company online.

Score: ____

10. Recognizable customers, partners, institutions, experts, or market stakeholders are willing to validate us.

Score: ____

11. Our leadership team has visible expertise, authority, or relevant operating experience.

Score: ____

12. Our market presence makes us look established, accountable, and capable of supporting serious customers.

Score: ____

Category Total: ____ / 20

Sales and Buyer Confidence

13. The right prospects are willing to take meetings with us.

Score: ____

14. Buyers understand how to evaluate, test, purchase, or implement our offering.

Score: ____

15. Our sales process reduces uncertainty rather than adding complexity or perceived risk.

Score: ____

16. Our team can answer buyer concerns with proof, references, clear process, and credible next steps.

Score: ____

Category Total: ____ / 20

Operational Credibility

17. We have the internal processes required to onboard, implement, and support customers reliably.

Score: ____

18. Our team communicates clearly, follows through consistently, and creates confidence during the commercial process.

Score: ____

19. Our pricing, contracts, timelines, responsibilities, and success metrics are clearly defined.

Score: ____

20. Our partners, platforms, systems, and operating infrastructure reinforce confidence in the business.

Score: ____

Category Total: ____ / 20

Your Credibility Score

Add all five category totals.

Overall Score: ____ / 100

What Your Score Means

81–100: Credibility Is Supporting Growth

Your company has a strong trust foundation. Buyers and partners can understand the opportunity, evaluate the evidence, and feel reasonably confident engaging.

Your next priority is amplification.

Focus on:

- Expanding the visibility of your strongest proof
 - Turning customer wins into portable case studies
 - Increasing executive authority and market presence
 - Using existing credibility to enter larger accounts, markets, and partnerships
 - Building systems that make trust compound
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61–80: Credibility Is Forming but Inconsistent

You have meaningful credibility, but it is not yet consistent across the commercial system.

Some prospects may believe quickly, while others still hesitate. Early wins may exist, but they may not be visible, reusable, or strong enough to reduce risk for the next buyer.

Focus on:

- Strengthening weak proof points
 - Clarifying positioning
 - Building stronger customer references
 - Improving sales materials and implementation confidence
 - Identifying the category with the lowest score
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41–60: The Credibility Gap Is Limiting Momentum

Your product or service may be strong, but the market lacks enough reason to believe, engage, or act.

The company may be relying too heavily on activity, outreach, features, or claims without sufficient proof, relevance, authority, or operating confidence.

Focus on:

- Choosing a sharper strategic wedge
- Securing the right early customer or anchor partner
- Designing pilots that create measurable evidence
- Improving market-facing proof
- Reducing buyer uncertainty at every stage

Do not respond by simply adding more activity. Fix the trust constraint first.

20–40: Credibility Must Be Built Before Growth Can Scale

The market is likely experiencing the company as unproven, unclear, risky, or difficult to evaluate.

More advertising, outbound, automation, or sales pressure may increase activity without materially improving adoption.

Focus on:

- Defining the right customer and market problem
- Simplifying the value proposition
- Establishing one credible point of entry
- Building a structured pilot or early customer environment
- Creating measurable proof
- Strengthening operational readiness
- Developing visible authority and external validation

The immediate goal is not scale. It is building enough trust for the first serious conversations to happen.

Find Your Primary Credibility Constraint

Review the five category totals.

Your lowest-scoring category is likely the area creating the greatest commercial friction.

Positioning and Relevance

The market does not clearly understand why the offering matters.

Proof and Performance

The company lacks visible, measurable, reusable evidence.

Market Trust and Authority

The company has not yet built enough external validation or market presence.

Sales and Buyer Confidence

The sales process is not reducing buyer uncertainty effectively.

Operational Credibility

The organization does not yet appear ready to support reliable commercial adoption.

The Next Question

Do not ask only:

How do we generate more activity?

Ask:

What does the market still need to understand, see, or believe before it will move?

That answer identifies the next component of your Credibility Engine.