

# 15 Warning Signs You Have a Positioning Problem

A self-diagnostic for  
growth-stage B2B teams

Real  
**MARKETing**  
*A McClurg Marketing approach*



**Prospects ghosting?**

**Sales slow?**

**Always discounting  
to win?**

*Swipe to see what's really going on.*



**You might think you  
have a sales problem.**

**Or a marketing  
problem.**

But under the hood? It's probably a  
**positioning problem.**

*(Sorry—not sorry—to be the bearer of  
uncomfortable truths.)*



# Here's how positioning problems show up in your sales team:

- ☐ Sales cycles drag forever.
- ☐ Prospects vanish without explanation.
- ☐ The only lever left is price. And it's not working.

*Sound familiar? Let's keep going...*



# Poor positioning shows up in marketing too:

- Getting leads, but Sales complains they're useless.
- Pipeline dries up when referrals slow down.
- Content is so vague, even your mum doesn't read it.

*Lots of checks? Hmm...*



# The product and customer success teams feel it too:

- ☐ Random feature requests create a Frankenstein product.
- ☐ Customers don't stick around long.
- ☐ Support team swamped by frustrated users.

*Starting to sound less like bad luck and more like something systemic?*



# Even the market doesn't get you:

- Customers and analysts struggle to see your uniqueness.
- You're trying to serve everyone—and resonating with no one.
- Buyers treat you like a commodity, endlessly battling you on price.

*Positioning's starting to look like the prime suspect.*



# Internally, it's messy:

- Ask three people what we do—get three different answers.
- Constant changes in messaging, strategy, or tactics.
- Great talent goes elsewhere for clearer vision and market fit.

*Chaos isn't culture. It's confusion.*





If it takes more than 15  
seconds to explain  
what you do...

that's your biggest red  
flag.



# So, how many boxes did you tick?

**1-3** Mild symptoms. Keep an eye on it.

**4-6** You're in the thick of it.

**7+** Positioning is your growth blocker. Full stop.



# Your real issue isn't sales or marketing... it's clarity.

Real growth comes from **clear positioning**—knowing exactly:

- Who you serve,
- How you're different, and
- Why your market cares

*(Yes, it's hard. But so is banging your head  
off the same wall.)*



# Ready to solve your positioning problem at the root?

## Clarity → Strategy → Execution

Less guesswork, more growth

Let's talk.

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