

THE AUTHORITY ACCELERATOR

3 Conversation Patterns That Make Prospects See You as the Expert

THE PROBLEM WITH MOST DM CONVERSATIONS

You send a thoughtful message.

They respond.

But somehow, you're still the one chasing.

They ask for your rates like they're shopping for the cheapest option.

They say "let me think about it" and disappear.

Here's why this happens:

Most people accidentally position themselves as the pursuer from the very first exchange.

But there's a simple fix.

Three conversation patterns that flip the dynamic entirely.

When you use these patterns, prospects start seeing you as the authority figure.

Someone whose time is valuable.

Someone they need to impress, not the other way around.

PATTERN 1: THE EXPERTISE FILTER

What Most People Do: They try to convince everyone they're qualified.

What Experts Do: They determine if the prospect is qualified for their expertise.

THE SHIFT:

Instead of: *"I help businesses with their marketing challenges"*

Use: *"I work specifically with companies that are ready to implement systems rather than just collect more advice"*

Instead of: *"I'd love to help you with your sales process"*

Use: *"Based on what you've shared, it sounds like you're at the stage where strategic sales design would make sense"*

PSYCHOLOGY: When you position yourself as selective, prospects unconsciously assume you must be in demand. Scarcity creates perceived value.

REAL CONVERSATION EXAMPLE:

PROSPECT: "What kind of results do your clients typically see?"

AMATEUR RESPONSE: "Great question! Our clients usually see 30-50% revenue increases within 90 days. We've helped over 200 businesses scale their operations..."

EXPERT RESPONSE: "That depends entirely on their starting point and implementation capacity. Are you looking at this because you're ready to make significant changes, or are you still in the information-gathering phase?"

The Difference: The amateur immediately tries to impress with results and credentials.

The expert qualifies whether this conversation is worth continuing.

Guess which approach makes the prospect work harder to prove they're serious?

PATTERN 2: THE ASSUMPTION REVERSAL

What Most People Do: They assume the prospect has the power to reject them.

What Experts Do: They assume mutual evaluation is happening.

THE SHIFT:

Instead of: *"Would you be interested in learning more?"*

Use: *"This might be a fit if you're dealing with [specific situation]. Is that where you are right now?"*

Instead of: *"I'd be happy to send you a proposal"*

Use: *"Let me understand your situation better before we decide if this makes sense to explore"*

PSYCHOLOGY: When you frame the conversation as mutual evaluation rather than you selling to them, the power dynamic equalizes immediately.

REAL CONVERSATION EXAMPLE:

PROSPECT: "How much does your program cost?"

AMATEUR RESPONSE: "Our program is \$5,000, but I think you'll find it's worth every penny because..."

EXPERT RESPONSE: "Investment varies based on scope, but before we get into specifics - what's driving this conversation? Are you looking to solve [specific problem] or is this more exploratory?"

The Difference: The amateur jumps straight into justifying their price.

The expert gathers context before revealing anything, maintaining information asymmetry.

PATTERN 3: THE COMPETENCE ASSUMPTION

What Most People Do: They explain everything in detail to prove they know what they're doing.

What Experts Do: They assume the prospect understands the basics and speak at a higher level.

THE SHIFT:

Instead of: *"First we'd do an audit, then create a strategy, then implement the tactics..."*

Use: *"You probably already know the foundational pieces. The question is whether you want to handle this internally or bring in specialized expertise"*

Instead of: *"Let me explain how our process works"*

Use: *"I'm assuming you've already evaluated the build-versus-buy decision here"*

PSYCHOLOGY: When you assume competence, prospects feel respected and intelligent. When you over-explain, they feel patronized and start seeing you as a salesperson rather than a peer.

REAL CONVERSATION EXAMPLE:

PROSPECT: "How would you approach fixing our lead generation?"

AMATEUR RESPONSE: "Well, first I'd audit your current funnel, then I'd analyze your traffic sources, then I'd look at your conversion rates at each stage..."

EXPERT RESPONSE: "You've probably already identified where the bottlenecks are. The real question is whether you want to rebuild this step-by-step or keep patching individual pieces. What's your thinking on approach?"

The Difference: The amateur launches into a detailed explanation of their process.

The expert assumes they're smart enough to understand the basics and focuses on strategic decision-making.

PUTTING IT ALL TOGETHER: THE AUTHORITY CONVERSATION FLOW

Opening: Use Pattern #1 to establish selectivity *"I work with businesses that are serious about implementation rather than just collecting more information"*

Middle: Use Pattern #2 to create mutual evaluation *"Let me understand if this is even the right conversation to be having"*

Close: Use Pattern #3 to assume competence *"You probably know what needs to happen here. The question is timing and execution approach"*

COMPLETE EXAMPLE:

YOU: "I saw your post about struggling with client retention. I work specifically with agencies that are ready to solve this step-by-step rather than just try random tactics. Is that where you are, or are you still in the research phase?"

THEM: "We're definitely ready to solve it. We're losing about 30% of clients after 6 months."

YOU: "That's a helluva revenue leak. You've probably already identified some of the contributing factors. What's driving this conversation now - is retention becoming a bigger priority, or has something specific changed?"

THEM: "Our growth has stalled because we're spending so much time replacing churned clients instead of growing."

YOU: "Right, the classic growth ceiling. You probably know the main approaches - improving onboarding, changing communication cadence, restructuring service delivery. The question is whether you want to tackle this step-by-step or keep trying individual fixes. Thoughts?"

Notice what happened:

- You filtered for serious prospects only
 - You positioned this as mutual exploration
 - You assumed they understood the problem and solutions
 - They started selling you on why they need help
 - You never pitched anything, yet they're clearly interested
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THE IMPLEMENTATION CHECKLIST

Before your next DM conversation:

- ☐ **Filter first** - Establish that you're selective about who you work with
 - ☐ **Assume mutual evaluation** - Frame every question as "let's see if this makes sense" rather than "let me convince you"
 - ☐ **Speak up-level** - Assume they understand basics and focus on strategic decisions
 - ☐ **Let them sell themselves** - Ask questions that make them articulate why they need help
 - ☐ **Control information flow** - Don't volunteer pricing, process details, or credentials until they've qualified themselves
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THE BOTTOM LINE

Authority isn't about credentials or experience.

It's about conversational positioning.

When you use these three patterns, prospects unconsciously categorize you as the expert rather than the vendor.

They start working to impress you instead of the other way around.

And suddenly, closing becomes a matter of determining fit rather than overcoming objections.