

THE GIANT-KILLER WORKSHEET



Ten minutes. Three prompts. One thing you're going to do on Monday. Don't overthink it. The goal isn't a perfect strategy. It's a specific move you can actually make before the week is over.

01 NAME YOUR GIANT

SOLO · 1 MIN

One specific competitor, platform, or incumbent eating into your market. Not a category. A name.

Not "the big consulting firms." **Yes** "Deloitte."

02 FIND THEIR GAP

SOLO · 1 MIN

What is the one thing your Giant structurally cannot do well, because of how big they are?

Think: response time, customization, pricing flexibility, human contact, local knowledge, niche expertise, contract terms, speed of change.

They can't _____
because _____ .

03 YOUR MONDAY MOVE

PAIRS · 4 MIN

One thing you can do by next Monday that exploits that gap. One thing. Specific. Small enough to actually do.

Not "rebrand as the agile alternative."

Yes "call my three biggest prospects and tell them the proposal is in their inbox tomorrow, not in ten business days."

THREE THINGS THE GIANTS CANNOT COPY.



Being small is not a disadvantage you apologize for. It's the only thing the incumbent cannot copy. They cannot get smaller. They cannot move faster. They cannot care more. **Those doors are closed to them. Every one of them is open to you.**

ONE SPEED

Reply at 4:04, not next Tuesday. Ship the mockup before the contract. The giant has eleven sales stages and a roadmap locked by committee. You don't. Stop apologizing for it.

TWO IDENTITY, ON PURPOSE

"Canadian" isn't a brand value. It's a list of specific headaches you save your client: bilingual support, CAD pricing, PIPEDA, an account manager who knows what Canada Day is. Name them.

THREE PICK YOUR FIGHT

You cannot beat a giant at everything. Pick two or three things you'll be obsessively better at. Tell prospects the truth about the rest. "Go buy the other guys" wins more deals than you'd think.

MOVES THAT WORK

- Get on a plane for a deal that matters.
- Reply inside the hour, not inside the day.
- Build the mockup before they've signed.
- Tell a prospect when you're the wrong fit.
- Name one thing you're genuinely better at.

TRAPS TO AVOID

- Trying to look bigger than you are.
- Competing on the giant's proposal format.
- Waiting for the roadmap committee.
- Selling "agile" as a brand instead of a behaviour.
- Apologizing for being small.

"YOUR JOB ISN'T TO LOOK BIGGER THAN YOU ARE. YOUR JOB IS TO GIVE THE CLIENT A REASON TO PICK DIFFERENTLY."

MITCH · VP REVENUE · PHEEDLOOP

MY MONDAY MOVE

BY _____ (DATE)

SIGNED: _____