

## Growth Gap Self Assessment

Please rate each statement as it relates to your current situation using the scale below. After finished, add up the total for the six questions in each box and write that number in the corner of the box. Then turn to Page 2 for an explanation of your score.

**1 not true, 2 seldom true, 3 moderately true, 4 mostly true, 5 absolutely true**

<p>We have a clearly defined, narrow target market. _____</p> <p>We have a formal, on-going system to attract prospects and to nurture "suspects" into "prospects". _____</p> <p>We know the best method to reach our target market. _____</p> <p>We don't spend much time communicating with "suspects" who are not qualified prospects. _____</p> <p>We use multiple forms of media to communicate our message. (ie. Web, direct mail, print, radio, etc.) _____</p> <p>We know the expected lifetime value of a customer. _____</p>	
<p>We have a system for on-going follow-up to move prospects through the sales pipeline. _____</p> <p>Our sales process is well documented. _____</p> <p>Our sales staff has received formal sales training and it has had a positive impact. _____</p> <p>We fully understand the need/pain our target market has. _____</p> <p>We are able to articulate how and why we are different from our competitors. _____</p> <p>We understand why our customers buy from us and what criteria they use to make their decision. _____</p>	
<p>We regularly let our customers know we appreciate their business. _____</p> <p>We regularly ask our customers for their feedback on their experience with us. _____</p> <p>We have a process for encouraging referrals from customers. _____</p> <p>We offer products/services that our competitors don't. _____</p> <p>Our employees are empowered to solve customer problems without management approval. _____</p> <p>We have made ourselves strategic to our customer's operations, making it harder for them to switch to a competitor. _____</p>	
<p>We regularly let our customers know about new products or services they might be interested in. _____</p> <p>We continually ask our customers what additional products/services they would like us to offer. _____</p> <p>Our employees are trained on how to recognize or create cross-sell/up-sell opportunities. _____</p> <p>We follow industry and societal trends in order to introduce relevant new products or services. _____</p> <p>Our customers know the breadth and depth of our product/service offerings. _____</p> <p>We focus on developing new products/services that fit our target market and further solve the pain/need of our customer. _____</p>	
<p>We never lead with price and use words like low-cost, inexpensive, cheap, etc. in our messaging. _____</p> <p>Our messaging is clear and compelling and positions us as a specialist/expert. _____</p> <p>Our website/collateral properly communicates the personality of our firm. _____</p> <p>We constantly express the on-going value we are delivering to our customers. _____</p> <p>Our customers can clearly state the benefits they receive from us. _____</p> <p>Our messaging and communications is laser-focused on specifics (ie. benefit, target market, pain, etc.) _____</p>	

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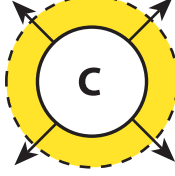
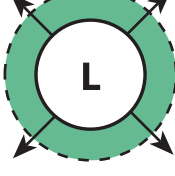

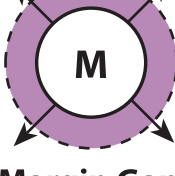
Each of the question blocks on the previous page correspond to a specific Growth Gap below. Please examine each score using the information below.

If your score is above 24, great job! You understand this gap and have effectively addressed it in your business. Right now, you should focus on one of the other gaps where your score isn't as high.

If your score is between 18 and 23, you've typically been doing a good job in this area, but there is probably an opportunity to further close the gap. Take a look at which questions you scored poorly in and focus on improving those areas.

If your score is below 18, your business is being adversely affected by the deficiencies in this area. Gaps that have scores in this area should be an immediate priority because of the definite opportunity to increase revenue.

Also, the actions you take to close a specific gap often positively impact other gaps as well. So a small adjustment in one, may in fact have a much larger impact on your bottom line based on how it improves other areas. That is the exponential impact of closing Growth Gaps in your business. Please see below for a more detailed explanation of each Growth Gap.

 <p><b>Prospect Gap™</b></p>	<p><b>Misconception</b> - Casting a bigger target market “net” will attract more qualified prospects.  <b>Truth</b> - A narrower market focus is better than a broader market focus to attract more qualified prospects.  <b>Optimal Strategy</b> - Discover the most qualified, available, profitable segment of the market and target their pain.</p>
 <p><b>Customer Gap™</b></p>	<p><b>Misconception</b> - Instituting better closing techniques is the key to closing more sales.  <b>Truth</b> - Building massive <i>value</i> into the pitch is more valuable than improving closing techniques.  <b>Optimal Strategy</b> - Demonstrate to your prospect why you are uniquely qualified to solve their problem.</p>
 <p><b>Loyalty Gap™</b></p>	<p><b>Misconception</b> - Customer satisfaction is the key measure of customer loyalty, which will drive purchase frequency - both how often and for how long.  <b>Truth</b> - Customer delight, not just satisfaction, is the key measure of loyalty.  <b>Optimal Strategy</b> - Maximize product and service quality standards and innovation to exceed customer expectations.</p>
 <p><b>Expansion Gap™</b></p>	<p><b>Misconception</b> - Targeting more prospects with more products is a great way to grow sustainable revenue.  <b>Truth</b> - Solving your customer's problem <i>completely</i> is better than targeting more prospects.  <b>Optimal Strategy</b> - Introduce ancillary and relevant products and services to <i>further</i> solve your customer's problem.</p>
 <p><b>Margin Gap™</b></p>	<p><b>Misconception</b> - The best way to increase revenue is through promotions and lowering prices to sell more product – buying business.  <b>Truth</b> - Building higher perceived value, not lowering prices, is the way to increase purchases.  <b>Optimal Strategy</b> - Develop a value-based pricing model. Stop competing on price alone.</p>

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