

## Gap Assessment Questionnaire

### Instructions

The first step to building a successful business is to make sure you identify your knowledge gaps.

In the list below, you will see a series of descriptive phrases in six separate categories: More Leads, More Conversions, More Transactions, Higher Prices, More Profits, and Build A Million Rand Business.

The results from this evaluation will give you a clear indication of your knowledge gaps.  
You will then have a clear understanding of what areas of your business require attention.

Rate the diagnostic questions below as honestly and carefully as possible.

**Rate how present or relevant each description is for your business on a scale of 0-5. 0 means it's not a problem or not applicable to your business. 5 means it's not present (and should be) or a severe problem. Use your gut instinct and do not second guess your answers.**

More Leads	0	1	2	3	4	5
How would you rate your ability to generate leads?						
How close are you to selecting a specific niche market?						
How well do you feel you understand advertising?						
How powerful is your Unique Selling Proposition?						
How would you rate your current offer's ability to compel your prospects to buy from you?						
How would you rate the promotions you offer to encourage sales in your business?						
How successful are you in using direct mail to generate business?						
How would you rate the effectiveness of your affiliate partner program?						
How would you rate the effectiveness of your referral system?						
How would you rate the effectiveness of your sales letters?						
More Conversions	0	1	2	3	4	5
How would you rate your "down-sell" strategy?						
How would you rate your risk reversal strategy in your closing process?						
How would you rate your ability to follow up with every prospect that does NOT buy from you?						
How would you rate yourself in following a scripted close to finalize a sale?						
How would you rate your sales training for both yourself and your staff?						
How would you rate your business when it comes to offering your prospects multiple pricing options?						
How would you rate your business when it comes to offering your prospects additional incentives to purchase immediately?						
How would you rate the uniqueness of your business when compared to your competition?						
How would you rate yourself or your staff when it comes to setting appointments?						
How would you rate your business when it comes to offering your prospects multiple product or service levels?						
More Transactions	0	1	2	3	4	5
How would you rate your "up-sell" and "cross-sell" strategies?						
How would you rate your discounting strategies?						
How would you rate your payment terms?						
How would you rate your current incentive offers?						
How would you presently rate your customer service?						
How would you rate your customer loyalty program?						
How would you rate your ability to create and manage joint venture partners?						
How would you rate your business when it comes to re-engaging with past prospects that didn't buy?						
How would you rate your business when it comes to re-activating stale customers who haven't purchased recently?						
How would you rate your ability to track each of your customers purchase patterns?						
Higher Prices	0	1	2	3	4	5
How would you rate your customer service satisfaction level with your current customers?						
How would you rate your ability to pinpoint the top 20 most lucrative prospects in your market?						
How would you rate your ability to price your product or service based on its value to your prospects?						
How would you rate your ability to price what you sell in accordance with your level of expertise?						
How would you rate your current pricing when compared to your competitor's pricing?						
More Profits	0	1	2	3	4	5
How would you rate your current refund policy?						
How would you rate your ability to consistently offer new products or services to your current customers?						
How would you rate your current marketing and advertising effectiveness?						
How would you rate your current website's ability to generate revenue?						
How would you rate your ability to barter in order to obtain needed products or services to operate your business?						
How would you rate your ability to consistently increase your customer's satisfaction level with your business?						
How would you rate your ability to convince your customer's to refer others to you?						
How would you rate your ability to market what you sell online?						
How would you rate your ability to package your sales process and license it to others in your market?						
How would you rate your ability to consistently create new products and services that would appeal to your current customers?						
Build A Million Rand Business	0	1	2	3	4	5
How would you rate your business's ability to survive without you there?						
How would you rate your business's ability to produce frequent purchases from your customers?						
How would you rate your ability to generate frequent referrals from current customers?						
How would you rate your business in terms of attaining the financial success you want it to be?						
How would you rate the thoroughness of your business's Revenue Plan?						
How would you rate the thoroughness of your business's SWOT Analysis?						
How would you rate the thoroughness of your business's Marketing Plan and Schedule?						
How would you rate the effectiveness of your business's training program?						
How would you rate the effectiveness of your business's team building program?						
How would you rate your abilities to close business over the phone?						