



Gap Assessment Questionnaire Instructions

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

In the gap assessment questionnaire, 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 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.

When you have finished rating all the questions, add up the totals for each section then rank the sections from highest to lowest. The highest total is the area that requires the highest priority for the highest return. The second highest is the second priority and so on.

If you have any difficulties understanding any of the questions or the results, feel free to contact me on carlos@businesscoachinghub.com and am I more than happy to provide you with my feedback and guidance.

"Your Success Is Our Focus!"



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