



MODULE 2-2: HOW TO IDENTIFY YOUR GAPS

KEY POINTS

- Identify your gaps
- The end goal is ensuring that you have answered their problem or question

QUESTIONS TO CONSIDER

- How many times does someone come to you and ask for something as they are looking for a solution to their problem?
- Are you delivering on that?
- Are you effectively following up with them to ensure that you gave them what you promised and what they asked for?
- Are you ensuring that what you're giving them has helped them and solved their problem?
- How you can ensure that you are solving the initial question for them?



QUESTIONS TO CONSIDER

- Are you following up in a consistent way?
- Are you building a relationship?
- Are you giving your customer the sense that everything they need will be provided when they buy?
- Have you conveyed enough of your internal purpose and brand to ensure your customer is aligned with you?
- How can you build your relationships most effectively?

ACTION ITEMS

- Get a piece of paper or whiteboard and write this out!
- Get all the people on your team involved who deal with your customer, leads and prospects
- Look at your follow up processes from initial contact through to long-term customer