

The Sales Gap Analysis Checklist

The same one-page framework Jayant uses on real client diagnostic calls.

- Tick every box that is true for your business right now.
- Fewer than half ticked in a section? That is likely where revenue is stuck.
- Bring this to your free Sales Gap Analysis call, and we will go through it together.
- Score auto-calculates in Adobe Acrobat Reader.
- Save the file after selecting your responses, so you can bring it to the call.

1 Pipeline & Forecast Reality

- ☐ Every open deal has a clear, dated next step, not "following up."
- ☐ Deals are moved to a stage only on evidence, not on hope or activity.
- ☐ You can name which deals are stalled and why, without asking a rep.
- ☐ This month's forecast has matched actual closed revenue within 20%, for the last three months running.

2 Ideal Customer & Qualification

- ☐ You can describe your best-fit customer in one sentence, and the team agrees.
- ☐ You have said no to a lead that did not fit, in the last 90 days.
- ☐ A deal is only called "qualified" against a written, consistent definition.
- ☐ Win rate on qualified opportunities is 30% or higher.

3 Messaging & Value Communication

- ☐ Every rep, not just your best one, can explain your value in outcome terms, not features.
- ☐ Objections are handled with a consistent, practiced response, not improvised each time.
- ☐ Price objections rarely end in an immediate discount.
- ☐ Proposals are tailored to the buyer's stated priorities, not a standard template.

4 Team Execution & Consistency

- ☐ Performance is fairly consistent across reps, not carried by one or two stars.
- ☐ A new hire could follow a documented playbook from day one.
- ☐ Coaching happens on real, live deals, not only in a monthly review meeting.
- ☐ Lost deals are reviewed for a real reason, and something changes as a result.

5 Systems & Visibility

- ☐ Your CRM data is accurate enough that you would trust a decision based on it today.
- ☐ You can see team and individual performance without asking someone to compile it.
- ☐ Revenue does not depend on the founder or one senior person being personally involved in every deal.

Your score

Your recommendation

Book Your Free Sales Gap Analysis