



# 5 WHY TEMPLATE SALES

**PROBLEM:** DECREASING SALES REVENUE

1

**Why?**

A decline in new customer acquisitions

2

**Why?**

A decrease in marketing effectiveness

3

**Why?**

The marketing team's messaging isn't resonating with the target audience

4

**Why?**

A lack of market research and competitor analysis

5

**Why?**

Insufficient budget allocation for research activities