|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **PERFORMANCE** GAP ANALYSIS | | | | | | | | | | | | | | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **LEAD GENERATION** |  |  |  | **CURRENT** | | | **Last 3 Months** |  |  |  | **GAP** | **50 Leads per Month** | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **100** |  | **Leads per Month** | |  |  |  | **Inadequate marketing efforts** | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | Gap Root Cause | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | **Action Recommended:** | | | |  |  |
|  |  |  |  |  | **GOAL** | | | **Next 6 Months** |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  | Marketing - Invest in targeted campaigns to boost lead generation. | | | |  |  |
|  |  | HIGH IMPORTANCE |  |  |  | **150** |  | **Leads per Month** | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **CONVERSION RATE** |  |  |  | **CURRENT** | | | **Last 6 Months** |  |  |  | **GAP** | **5 Percent** | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **20** |  | **% (Percent)** | |  |  |  | **Sales team training needed** | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | Gap Root Cause | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | **Action Recommended:** | | | |  |  |
|  |  |  |  |  | **GOAL** | | | **Through 2024** |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  | Sales Training - Provide additional training to improve conversion rates. | | | |  |  |
|  |  | MEDIUM IMPORTANCE |  |  |  | **25** |  | **% (Percent)** | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **EFFICIENCY** |  |  |  | **CURRENT** | | | **Last 6 Months** |  |  |  | **GAP** | **3% Accuracy** | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **95** |  | **% Accuracy** | |  |  |  | **Lack of standardized processes** | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | Gap Root Cause | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | **Action Recommended:** | | | |  |  |
|  |  |  |  |  | **GOAL** | | | **Through 2024** |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  | Process Optimization - Standardize accounting procedures for accuracy. | | | |  |  |
|  |  | MEDIUM IMPORTANCE |  |  |  | **98** |  | **% Accuracy** | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **CUSTOMER SATISFACTION** |  |  |  | **CURRENT** | | | **Last 3 Months** |  |  |  | **GAP** | **0.3 Points** | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **4.5** |  | **Out of 5** | |  |  |  | **Slow response time** | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | Gap Root Cause | | | |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  | **Action Recommended:** | | | |  |  |
|  |  |  |  |  | **GOAL** | | | **Next 3 Months** |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  | Customer Support - Implement faster response protocols. | | | |  |  |
|  |  | HIGH IMPORTANCE |  |  |  | **4.8** |  | **Out of 5** | |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | **NEXT STEPS** | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ► By focusing on specific marketing efforts, we can attract more potential leads and improve overall conversion rates. | | | | | | | | | | | | | | | | |  |
|  | ► Enhancing the skills and techniques of our sales team will lead to better conversion rates and increased revenue. | | | | | | | | | | | | | | | | |  |
|  | ► Streamlining accounting processes will ensure consistent and error-free financial management, which impacts efficiency. | | | | | | | | | | | | | | | | |  |
|  | ► Timely and efficient customer support enhances satisfaction and builds trust with clients. | | | | | | | | | | | | | | | | |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  | [**© TemplateLab.com**](https://templatelab.com/) | | | |  |