|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|   | **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/) |   |