

## The GAP

## Gap Analysis Process

### General Instructions:

Please take a few minutes to complete the GAP. The purpose of this tool is to assess where you most need attention with your coaching process. There are 12 areas you'll be evaluating. These are a list of top performing behaviors and developments that can occur in your situation to position your quality of life, earning power, people skills, sales skills, and overall performance capability.

There are no right or wrong answers, please be honest and straightforward.

Consider each question in terms of how often the behavior or area is being demonstrated and how you expect the behavior or area to be demonstrated.

If the area or question does not apply or you simply don't understand it, leave it blank.

Although interpretations of the word "often" will vary, it will affect the information this questionnaire provides. Of primary concern is the difference between how frequently an item is occurring and how frequently it should occur in contrast.

Your answers will be kept strictly confidential. Unless advised, it's nobody else's business but ours!

Name : \_\_\_\_\_

I am a:  Entrepreneur  Manager  Executive  
 Commission-based Sales Professional  
 Other \_\_\_\_\_

Size of my Team : \_\_\_\_\_

Address : \_\_\_\_\_

Email : \_\_\_\_\_

Phone : \_\_\_\_\_

Age : \_\_\_\_\_

### Marking Instructions:

**Use only soft black lead pencil (no.2)**

**Do not use ink or ball point pen**

**Make heavy black marks that completely fill the circle**

**Erase completely any marks you wish to change**

**Make no stray marks on the assessment**

### 1. Personal Effectiveness

	How often does this occur?					How often should it occur?				
	Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
a. When I'm listening, my mind is clear of distractions	1	2	3	4	5	1	2	3	4	5
b. I finish what I start	1	2	3	4	5	1	2	3	4	5
c. I can change the opinion of another, especially in a conflict	1	2	3	4	5	1	2	3	4	5
d. I delegate effectively, I don't hold onto stuff	1	2	3	4	5	1	2	3	4	5
e. I often do what's necessary to create my desired results	1	2	3	4	5	1	2	3	4	5
f. I'm able to identify clearly where I am in contrast to my goals, without distortion.	1	2	3	4	5	1	2	3	4	5
g. During the day, I keep to what's important	1	2	3	4	5	1	2	3	4	5
h. My sensitivity to time permits me to make important adjustments during sales calls and appointments	1	2	3	4	5	1	2	3	4	5
i. When I'm away from my business, I can focus on personal activities without distraction	1	2	3	4	5	1	2	3	4	5
j. When I agree to something, I do it	1	2	3	4	5	1	2	3	4	5
k. I can get the job done, regardless of what's going on around me, or how I feel	1	2	3	4	5	1	2	3	4	5
l. I'm able to decline requests and violations outside my top priorities and areas of strength.	1	2	3	4	5	1	2	3	4	5
m. I appreciate differences in people and capitalize on it	1	2	3	4	5	1	2	3	4	5
n. I get people talking and energized, and open to change	1	2	3	4	5	1	2	3	4	5
o. I start and end my day on time as planned	1	2	3	4	5	1	2	3	4	5
p. I finish my day with a sense of accomplishment	1	2	3	4	5	1	2	3	4	5

## 2. Marketing

	How often does this occur?					How often should it occur?				
	Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
a. I have a marketing plan	1	2	3	4	5	1	2	3	4	5
b. I have a marketing niche, and specialty service for a specialized audience	1	2	3	4	5	1	2	3	4	5
c. I have a sizzling answer to "what do you do?" that grabs curiosity	1	2	3	4	5	1	2	3	4	5
d. I have a system for re-activating past clients	1	2	3	4	5	1	2	3	4	5
e. I stay in touch with alliances and spheres of influence monthly	1	2	3	4	5	1	2	3	4	5
f. I keep in touch with my clients and show them new things monthly	1	2	3	4	5	1	2	3	4	5
g. I orient my new clients on how to refer me and why it's important to do that	1	2	3	4	5	1	2	3	4	5
h. Referrals are my #1 source of business	1	2	3	4	5	1	2	3	4	5
i. I have marketing information and collateral that represents me well	1	2	3	4	5	1	2	3	4	5
j. I track yields from my marketing tactics to calculate return on investment	1	2	3	4	5	1	2	3	4	5
k. I employ a broad range of marketing tactics to attract business	1	2	3	4	5	1	2	3	4	5
l. My marketing tactics keep my cost of sales lower than industry averages	1	2	3	4	5	1	2	3	4	5
m. My marketing program is direct responsive and high impact	1	2	3	4	5	1	2	3	4	5
n. Our quality of service is second to none	1	2	3	4	5	1	2	3	4	5
o. I test new marketing tactics before deploying them	1	2	3	4	5	1	2	3	4	5

3. Sales

	How often does this occur?					How often should it occur?				
	Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
a. I have good people skills	1	2	3	4	5	1	2	3	4	5
b. I know how to get liked fast	1	2	3	4	5	1	2	3	4	5
c. I'm passionate about what I sell	1	2	3	4	5	1	2	3	4	5
d. I have a process for leading a buyer to decisions	1	2	3	4	5	1	2	3	4	5
e. I'm able to forecast my income for 90 days, using my pipeline as a data source.	1	2	3	4	5	1	2	3	4	5
f. I grade my pipeline to pinpoint milestones in the sales cycle	1	2	3	4	5	1	2	3	4	5
g. I use scripts and job aides for each step of my sales process	1	2	3	4	5	1	2	3	4	5
h. I ask more questions than make statements	1	2	3	4	5	1	2	3	4	5
i. I have closing ratio's above my competitor(s)	1	2	3	4	5	1	2	3	4	5
j. I'm able to get to the prospecting activities when I plan them	1	2	3	4	5	1	2	3	4	5
k. I'm good at cold calling	1	2	3	4	5	1	2	3	4	5
l. I land the size and types of buyers that I want	1	2	3	4	5	1	2	3	4	5
m. My clients buy consistently more and more after the initial sale	1	2	3	4	5	1	2	3	4	5
n. I know exactly what it takes in sales activity to create my desired income	1	2	3	4	5	1	2	3	4	5
o. The way I sell is significantly stronger, more appealing than what I sell	1	2	3	4	5	1	2	3	4	5
p. I'm aware of my flaws and soft spots that lead to sales mistakes	1	2	3	4	5	1	2	3	4	5
q. I'm constantly improving and upgrading my sales processes	1	2	3	4	5	1	2	3	4	5

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3. Sales

- r. I'm satisfied with my sales revenues I generate
- s. I qualify potential buyers effectively
- t. I disqualify potential buyers effectively
- u. My new clients want to buy without me hard selling
- v. I receive significant amounts of referrals during my sales activities

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5

### 4. Leadership

	How often does this occur?					How often should it occur?				
	Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
a. I know the personal visions of key people around me	1	2	3	4	5	1	2	3	4	5
b. My personal vision is clear to others around me	1	2	3	4	5	1	2	3	4	5
c. I set clear standards for others to consider	1	2	3	4	5	1	2	3	4	5
d. I give others the luxury of making mistakes and learning	1	2	3	4	5	1	2	3	4	5
e. I use others' goals and dreams as the primary source of their motivation	1	2	3	4	5	1	2	3	4	5
f. I do what I say	1	2	3	4	5	1	2	3	4	5
g. I'm on time	1	2	3	4	5	1	2	3	4	5
h. When I lead, I am the real me	1	2	3	4	5	1	2	3	4	5
i. I know my vulnerabilities interpersonally and attentionally	1	2	3	4	5	1	2	3	4	5
j. I make decisions including others	1	2	3	4	5	1	2	3	4	5
k. People know where I'm coming from	1	2	3	4	5	1	2	3	4	5
l. I express my emotions in a tactful way	1	2	3	4	5	1	2	3	4	5
m. I follow up on directives given and accountabilities	1	2	3	4	5	1	2	3	4	5
n. I seek constant feedback from others	1	2	3	4	5	1	2	3	4	5
o. I'm open to change	1	2	3	4	5	1	2	3	4	5
p. I understand my deepest fears and how they influence my situation	1	2	3	4	5	1	2	3	4	5
q. I draw out comments about why my company exists, where we're going, and what we stand for, from everyone on my team.	1	2	3	4	5	1	2	3	4	5

5. Team

a. I have a reliable system for recruiting and training my team

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always

1	2	3	4	5	1	2	3	4	5
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b. I use assessment tools to predict future performance

1	2	3	4	5	1	2	3	4	5
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c. Hiring is the most important aspect of my business

1	2	3	4	5	1	2	3	4	5
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d. My team has built a mission, vision, and values, and plan to achieve them

1	2	3	4	5	1	2	3	4	5
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e. We need one another to get things done

1	2	3	4	5	1	2	3	4	5
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f. Everyone is clear on each other's vision and goals

1	2	3	4	5	1	2	3	4	5
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g. I'm getting the most out of my team

1	2	3	4	5	1	2	3	4	5
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h. My team truly wants the vision

1	2	3	4	5	1	2	3	4	5
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i. My team members try new ideas and take initiative

1	2	3	4	5	1	2	3	4	5
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j. My team has regular and effective meetings that are useful and timely

1	2	3	4	5	1	2	3	4	5
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k. My team is more intelligent as a group than each member herself

1	2	3	4	5	1	2	3	4	5
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l. My team is capable of it's objectives

1	2	3	4	5	1	2	3	4	5
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m. My team is committed to telling the truth

1	2	3	4	5	1	2	3	4	5
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### 6. Total Freedom

- a. I spend over 50% of my time on areas of superior skill that I have a passion for
- b. I'm able to stay proactive and keep my day on the plans I've set
- c. My staff negates me from unnecessary interruptions
- d. I have clear documented procedures in place for my team to follow
- e. I have clear role descriptions in place for my team to follow
- f. I use the role descriptions in my hiring and sourcing methods
- g. I have an employee orientation that orients new team members effectively to the ideology and requirements of their roles
- h. My team is involved in the delivery of this orientation
- i. I'm provided ongoing weekly, monthly, quarterly reports from my team to monitor and check the health of our company

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5

## 7. Supportive Environment

- a. My tools and technologies support me in living the way I want
- b. My space in which I work and live accommodates the way I want to live
- c. People in my life allow me to focus without deterrence
- d. The lighting and sounds in my environment stimulate my performance
- e. My environment is set up to reinforce my ability to elicit my best work
- f. I'm free of harmful addictions and substances that block me at my best

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5

## 8. Organization

	How often does this occur?					How often should it occur?				
	Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
a. I find things when I need them	1	2	3	4	5	1	2	3	4	5
b. I feel in control of my plan	1	2	3	4	5	1	2	3	4	5
c. I have ample contingencies, back ups and surpluses to avoid running out	1	2	3	4	5	1	2	3	4	5
d. I get so much done	1	2	3	4	5	1	2	3	4	5
e. I get to the things that really count	1	2	3	4	5	1	2	3	4	5
f. I follow a schedule	1	2	3	4	5	1	2	3	4	5
g. I'm out of my head, with lists that offset my mind working so hard, so I can remember things and keep on track	1	2	3	4	5	1	2	3	4	5
h. I'm prepared for meetings	1	2	3	4	5	1	2	3	4	5
i. I'm organized to create what matters to me	1	2	3	4	5	1	2	3	4	5

### 9. Vision and Direction

a. I'm aware of the meaning of the smaller tasks I carry out

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5	1	2	3	4	5

b. I move through smaller task out of consideration of the larger outcome

1	2	3	4	5	1	2	3	4	5
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c. I see a lovely image of what I want to create ahead of me in my life

1	2	3	4	5	1	2	3	4	5
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d. I get out of bed in the morning knowing what I want to create

1	2	3	4	5	1	2	3	4	5
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e. I know clearly what I would regret most not doing if I died early

1	2	3	4	5	1	2	3	4	5
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f. I'm clear on what I stand for and use it as a basis for my daily priorities and decisions

1	2	3	4	5	1	2	3	4	5
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g. My daily actions reflect my values

1	2	3	4	5	1	2	3	4	5
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h. I have written goals and dreams

1	2	3	4	5	1	2	3	4	5
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i. I review them weekly

1	2	3	4	5	1	2	3	4	5
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j. I have a plan to achieve my long term desires

1	2	3	4	5	1	2	3	4	5
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k. I set impossible goals

1	2	3	4	5	1	2	3	4	5
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l. My goals scare me

1	2	3	4	5	1	2	3	4	5
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m. The context of my goals is separately considered from my current situation

1	2	3	4	5	1	2	3	4	5
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n. My future looks bold, challenging and exciting to me

1	2	3	4	5	1	2	3	4	5
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o. My future is what I want, regardless of whether it be realistic

1	2	3	4	5	1	2	3	4	5
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10. Finances

	How often does this occur?					How often should it occur?				
	Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
a. I know my net worth	1	2	3	4	5	1	2	3	4	5
b. I monitor it monthly	1	2	3	4	5	1	2	3	4	5
c. I know my expected net worth	1	2	3	4	5	1	2	3	4	5
d. I have a plan in place to create passive income	1	2	3	4	5	1	2	3	4	5
e. I know my exit strategy for my business	1	2	3	4	5	1	2	3	4	5
f. I'm saving 20% of my income	1	2	3	4	5	1	2	3	4	5
g. I'm happy with my investment performance	1	2	3	4	5	1	2	3	4	5
h. I have a adequate intelligence to manage my finances	1	2	3	4	5	1	2	3	4	5
i. I have a solid team around me to assist me with my financial moves	1	2	3	4	5	1	2	3	4	5
j. I review financial ratio's, financial statements, industry bencharks and metrics to make timely financial decisions to maintain a healthy company	1	2	3	4	5	1	2	3	4	5

11. Well Being

- a. I have ample energy to get things done
- b. I enjoy my work, work is fun
- c. What I do makes me proud
- d. I get my required sleep at night
- e. My diet supports my goals and pursuits
- f. My spouse/significant other supports me in my dreams
- g. I know what I'm doing is right for me
- h. My work is in tune with my spiritual path
- i. I make a difference for others
- j. I have the appearance I want to create
- k. My state of mind characterizes how I would describe me at my best

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5
1	2	3	4	5	1	2	3	4	5

## 12. Listening and Communication

a. When I listen to others, I'm able to tune out the conversation in my head

How often does this occur?					How often should it occur?				
Never	Rarely	Sometimes	Frequently	Always	Never	Rarely	Sometimes	Frequently	Always
1	2	3	4	5	1	2	3	4	5

b. When I hear something, I inquire to understand what I heard

1	2	3	4	5	1	2	3	4	5
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b. I'm aware of my most common assumptions

1	2	3	4	5	1	2	3	4	5
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c. People say I'm a good listener

1	2	3	4	5	1	2	3	4	5
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d. I mirror people well with my eyes, body language and voice

1	2	3	4	5	1	2	3	4	5
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e. I take notes often with what I hear

1	2	3	4	5	1	2	3	4	5
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f. I give negative feedback in ways others can take

1	2	3	4	5	1	2	3	4	5
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g. I welcome negative feedback

1	2	3	4	5	1	2	3	4	5
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h. I prepare in writing for meetings requiring strong communication and tact

1	2	3	4	5	1	2	3	4	5
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i. I'm an effective writer

1	2	3	4	5	1	2	3	4	5
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j. My memos get the results I want

1	2	3	4	5	1	2	3	4	5
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k. People understand what I'm saying

1	2	3	4	5	1	2	3	4	5
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l. When I delegate it's clear

1	2	3	4	5	1	2	3	4	5
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