



GAP ANALYSIS

Sales Process & Operation

A Gap Analysis is performed to review and analyze the current operational process and performance, determine the process and performance required to achieve a desired level, and develop and recommend alternative solutions to eliminate the gap between the current and desired position. A Gap Analysis examines three aspects of a business:

1. Current performance environment
2. Desired performance environment
3. Skills and processes required to implement the desired outcome

Gap Analysis Methodology

To establish the baseline data, our team works closely with management and key executives to develop an interview schedule and key questions for all stakeholders and key groups involved in the operation (internal & external). During the data-gathering phase of a Gap Analysis, the Connexia Group will focus on the following critical areas:

Gap Analysis of Current & Desired Performance Environment

- Business Environment and Needs
- Product/Service Offerings
- Market position
- Core Competencies/Key Values Delivered
- Target Markets
- Sales Performance & Analysis
- Distinctive Capabilities
- Strategic business intent
- Desired level of performance and skills required

Gap Analysis Deliverables

The original survey data is correlated and analyzed, comparison is made with industry benchmarks and competition, and the final report is prepared and delivered:

Key Deliverables from Gap Analysis

- Develop and Document the Optimum Selling Process
- Skills Required for Desired Outcome
- Determine the core competencies needed
- Identify the organizational structure required
- Recommend appropriate Sales methodology
- Recommend a Program of Training & Coaching