

GAP ANALYSIS MATRIX

Classifying Sales Performance Gaps Based on Interview Findings



PURPOSE OF THE MATRIX

This matrix was created to organize findings from sales team interviews and identify whether the sales performance issue is caused by knowledge, skill, process, accountability, or market/offer gaps. The goal is to determine real root causes and identify the appropriate solutions needed to improve client conversion



EVIDENCE USED



4 ONE-ON-ONE
SALES TEAM
INTERVIEWS



INQUIRY
HANDLING
OBSERVATIONS



SALES TEAM
FEEDBACK



CURRENT TOOLS
AND PROCESS
REVIEW



INITIAL DIAGNOSIS SUMMARY



MARKET/OFFER
GAP

EVIDENCE STRENGTH

VERY HIGH



KNOWLEDGE
GAP

EVIDENCE STRENGTH

HIGH



PROCESS
GAP

EVIDENCE STRENGTH

HIGH



SKILL
GAP

EVIDENCE STRENGTH

MEDIUM
TO HIGH



ACCOUNTABILITY
GAP

EVIDENCE STRENGTH

MEDIUM



The findings suggest that the sales issue is **not caused by a single training gap. It is a combination of market/offer, knowledge, process, and skill-related barriers that require a blended solution approach.**

2. Gap Analysis Matrix Preview

Key findings were classified by gap category, root cause, and whether training alone would solve the issue.

FINDING	GAP CATEGORY	ROOT CAUSE	TRAINING ALONE?	PRIORITY
1. Clients hesitate or disengage after pricing is discussed.	Market/Offer / Skill	Price may be perceived as high, and value may not be communicated strongly enough.	Partially	High
2. Sales personnel are not equally confident explaining unfamiliar or specialized courses.	Knowledge	Familiarity with service details is uneven across team members.	Partially	High
3. Course information is not centralized in a quick-reference sales format.	Process / Knowledge	Information exists, but not in one easy-to-use sales reference.	No	High
4. Follow-ups are being done, but tracking and visibility are inconsistent.	Process / Accountability	There is no centralized proposal and follow-up tracker.	No	High
5. Lost inquiry reasons are not consistently documented.	Process	There is no standard lost inquiry category system or required documentation.	No	High
6. Sales conversations may become too transactional instead of consultative.	Skill	Conversations may focus on answering questions rather than guiding needs, value, and next steps.	Partially	Medium to High

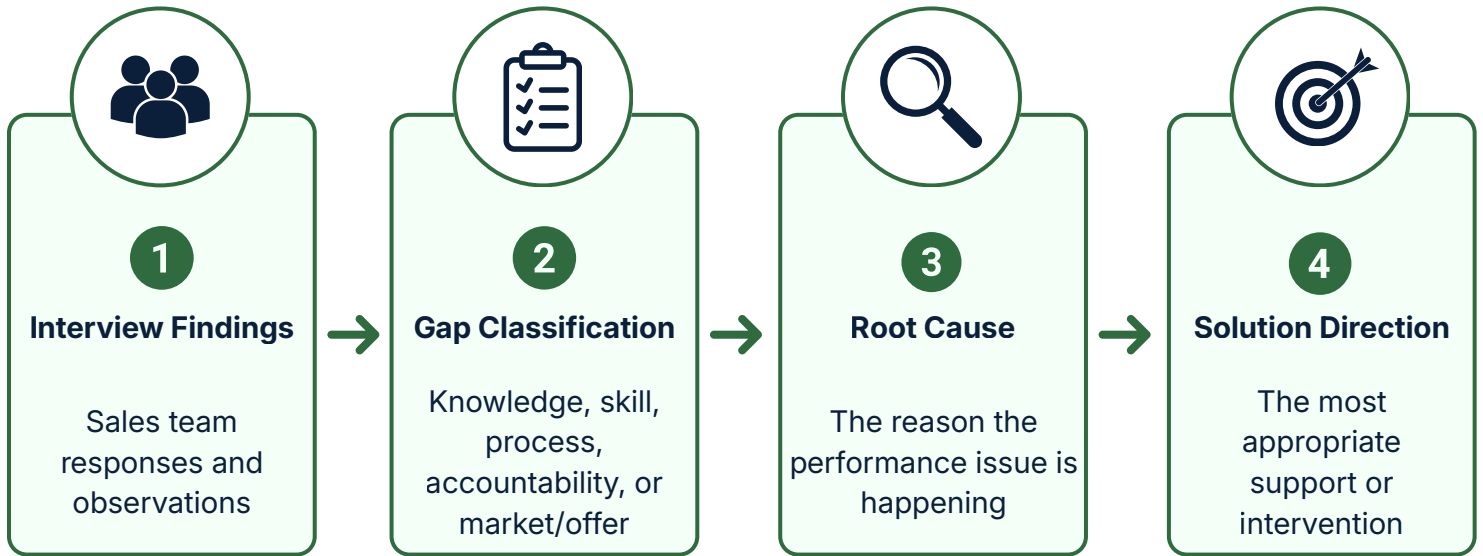


WHAT THE MATRIX REVEALED

- ✓ The strongest issues are related to **pricing, service knowledge, and sales process structure.**
- ✓ Several issues **cannot be solved by training alone** and require tools, trackers, and clearer workflow support.
- ✓ The findings support a **blended sales enablement solution** rather than a single training intervention.

3. From Gap Analysis to Solution Direction

The matrix helped identify which issues require training, which require tools or process support, and which require broader sales enablement improvements.

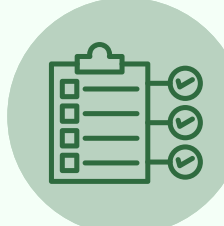


1 SALES KNOWLEDGE SUPPORT



Create course information sheets, FAQs, service guides, and accreditation/reference materials to help the team answer client questions consistently.

2 PROCESS AND TRACKING TOOLS



Create a proposal tracker, follow-up tracker, lost inquiry reason categories, and lead status monitoring system to improve visibility and consistency.

3 SALES CONVERSATION SUPPORT



Provide consultative sales guides, value messaging scripts, objection-handling examples, and role-play practice to strengthen client conversations.

4 MARKET/OFFER REVIEW



Review pricing concerns, schedule demand patterns, delivery preferences, and common reasons clients hesitate or choose other providers.



RECOMMENDED DIRECTION

The findings support a blended sales enablement solution rather than a standalone training course.

Training may help with knowledge, value communication, and objection handling, but process tools, tracking systems, and offer review are also needed to improve sales conversion.