



Narrowing Focus #2

Identify the gap

We need to find the dissatisfaction.

In your business experience, seek to create a new list for your gap identity.

I.e Our gap is unpredictable lead flow.

The gap is the difference between where someone is right now and where someone else is. This is going to help you in delivering your product and offering.

Spend the time now to develop 5/6 dissatisfaction points from your previous experience or current client base. This process is important in the process of your offer development and pre-sales work.

Dissatisfaction 1:

Dissatisfaction 2:

Dissatisfaction 3:

Dissatisfaction 4:

Dissatisfaction 5:

Dissatisfaction 6: