



Dear Executive,

The 12 questions below are a *mini* version of our complete Gap Analysis Expert Survey with 100 questions. If you answer any questions with a (N)o, it indicates an opportunity to **Improve Performance**. This *mini* Gap Analysis will accept your inputs (the blue area) and allow you to save them in this document.

	CORPORATE	Y	N
1.	Do your sales and marketing teams share mutual corporate goals?		
2.	Are your KPIs for sales and marketing clearly established and measured?		
3.	Do you use a graphical dashboard to track KPIs?		
4.	Do your financial incentives for sales and marketing reinforce the corporate goals?		

	MARKETING	Y	N
5.	Do they provide a clearly defined Customer Engagement Model?		
6.	Are your new products getting to market in time?		
7.	Do they provide Business Intelligence (BI / SWOT) about your competitor's?		
8.	Are they successfully improving existing products and defining new products?		

	SALES	Y	N
9.	Do they have a well defined forecast procedure, and is it reliable?		
10.	Is their pipeline managed appropriately, and is your close rate acceptable?		
11.	Do they have a CRM tool and is it being used effectively?		
12.	Are they choosing and managing your channel partners effectively?		

Survey completed by:

Name:	
Company	
Phone	
Email:	

To learn more about how Corbitt Associates can help you, contact me by phone at (770) 985-6599 or by email at [John@CorbittAssociates.com](mailto:John@CorbittAssociates.com).