

The 7 Revenue Gaps

A quick self-audit for finding the revenue your business is already creating — but not fully capturing.

Most business owners think they have a lead problem. But some of the biggest losses are hiding in the handoffs — between people, departments, and systems.

These seven gaps help you see where **good opportunities are quietly disappearing** before they become revenue.

How much revenue is already inside your business — that you're failing to capture?

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05 Reputation Gap
07 Visibility Gap

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06 Reactivation Gap

GAP-01

01

POSITIONING

Positioning Gap

People encounter you but don't see a compelling reason to choose you.

■ WHAT THIS LOOKS LIKE

You know you're better than cheaper competitors — but prospects still compare you like a commodity and push back on price.

● ASK YOURSELF

How would a prospect explain to a friend why they chose you over the next credible option?

GAP-02

02

RESPONSE

Response Gap

An opportunity is created, but the business doesn't respond quickly or effectively.

■ WHAT THIS LOOKS LIKE

A lead comes in while everyone's busy. The call gets missed, the form sits untouched, or the first response feels slow and generic.

● ASK YOURSELF

How long does a qualified new lead typically wait before a real, useful response?

GAP-03

03

FOLLOW-UP

Follow-Up Gap

Estimates and active opportunities aren't pursued systematically.

■ WHAT THIS LOOKS LIKE

The estimate goes out, the salesperson gets busy, and thousands of dollars in active opportunities quietly age inside the CRM.

● ASK YOURSELF

How quickly can you see which open estimates have gone untouched for 3, 7, or 14 days?

GAP-04

04

NURTURE

Nurture Gap

“Not now” gets treated as “never.”

■ WHAT THIS LOOKS LIKE

A qualified prospect is interested, but the timing's wrong. Nobody stays visible or useful, so another company wins when the timing changes.

● ASK YOURSELF

What's your process for staying top of mind with qualified prospects who simply aren't ready today?

GAP-05

05

REPUTATION

Reputation Gap

Happy customers don't systematically become public proof.

■ WHAT THIS LOOKS LIKE

Customers praise the work in person, then leave without ever putting those words where the next prospect can see them.

● ASK YOURSELF

When and how do your people ask for a review — while the customer's satisfaction and excitement is at its peak, or after it has died down?

GAP-06

06

REACTIVATION

Reactivation Gap

Past customers and dormant opportunities sit unused.

■ WHAT THIS LOOKS LIKE

Old estimates, past buyers, and former leads collect dust while the company keeps spending money to acquire strangers.

● ASK YOURSELF

How much potential revenue is sitting in your database right now with no active reactivation plan?

GAP-07

07

VISIBILITY

Visibility Gap

You can't see where any of the above is happening — well enough to manage it.

■ WHAT THIS LOOKS LIKE

Marketing has one dashboard, sales has another, operations has its own system — and nobody can clearly see where revenue disappears.

● ASK YOURSELF

If revenue dropped next month, how would you know where to look?

ADD IT UP

How many of these seven gaps can you see in your own business?

And whatever that number is — what are they costing you? **Each month? Each year? How many jobs? How much revenue?**

NEXT STEP

Want to fix one Revenue Gap — fast?

Reviews are the fastest lever you have. They turn your customers' own words into the credibility that closes your **Positioning Gap** — and they're the visible proof that closes your **Reputation Gap**. Same move, two gaps.

Join the free **5-Day Review Blitz** and walk away with more 5-star Google reviews — plus a simple, repeatable review system your team keeps using long after the five days are up.

SCRIPTS

FIELD TRAINING

REVIEW QR SYSTEM

5-DAY IMPLEMENTATION

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