ELITE BUSINESS GROWTH ADVISORS

Revenue Gap Diagnostic

A scored self-assessment: find the system holding revenue back

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How to use this diagnostic

Revenue gaps are system gaps. This diagnostic scores five revenue systems — demand, conversion, pricing, delivery, and retention. Your constraint is your LOWEST-SCORING SYSTEM, not your lowest total; fix systems in constraint order and revenue follows.

Score every item 0 (not in place), 1 (partial), or 2 (solid, documented, current). Total your score at the end and read your band.

System 1 — Demand

We generate qualified leads from at least two channels we control.	0	1	2
Lead volume is measured weekly against a target, not reviewed 'when things feel slow'.	0	1	2
Our ideal client is defined tightly enough that we decline poor fits.	0	1	2
We have a lead magnet or entry offer that converts strangers to conversations.	0	1	2
Cost or effort per qualified lead is known, per channel.	0	1	2

System 2 — Conversion

Every inquiry gets a response within one business day, by documented process.	0	1	2
We follow a written sales conversation structure, not improvisation.	0	1	2
Proposals go out within 48 hours of the qualifying conversation.	0	1	2
We track close rate and know last quarter's number.	0	1	2
Every open proposal has a scheduled follow-up — no 'waiting to hear back'.	0	1	2

System 3 — Pricing & offers

Prices were deliberately reviewed within the last 12 months.	0	1	2
Our offer ladder has a clear entry point and a clear premium tier.	0	1	2
We can state each offer's outcome in one sentence a buyer would repeat internally.	0	1	2
Discounting follows a rule, not the mood of the negotiation.	0	1	2
Margin per offer is known — we know which revenue is worth having.	0	1	2

System 4 — Delivery

Core delivery follows documented steps someone else could execute.	0	1	2
We measure a client-results metric, not just 'work completed'.	0	1	2
Delivery capacity is known in hours or units per month.	0	1	2
Onboarding is templated; the first 30 days run the same for every client.	0	1	2
Scope creep is caught and repriced, not silently absorbed.	0	1	2

System 5 — Retention & expansion

Client health is scored on a schedule, not sensed by vibe.	0	1	2
We have a defined expansion path — what clients buy next is designed, not accidental.	0	1	2
Revenue retention rate is known for the last 12 months.	0	1	2
At-risk clients get proactive intervention before renewal conversations.	0	1	2
We ask for referrals through a repeatable mechanism, not occasional courage.	0	1	2

Reading your score

40-50	Strong operating system — your gap is likely ambition of targets, not mechanics.
25-39	Solid foundation with a clear constraint. Fix your lowest system first; expect compounding.
0-24	Revenue is running on effort, not systems. Start with your lowest score — one system per quarter.

Next step

Your lowest-scoring system is your constraint. EBGA advisory engagements build that system with you — start at elitebusinessgrowthadvisors.com.

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