

NEW SALES – Before the First Customer Meeting

Where: Before your first physical or online meeting with a new potential customer.

Why: By having your lead complete a GAP Assessment before the first meeting, you gain concrete data and valuable insights into where they face challenges and where your products or services can make a difference. It's also about qualifying the meeting for the customer and ensuring they get the highest possible value out of it.

Pitch: “When we meet, it's all about making sure the meeting is as valuable as possible—for both you and us. To support that, we've developed a GAP Assessment, an expert framework that measures your current situation: where you may be struggling, and where opportunities lie. It only takes about 15 minutes to complete beforehand, and in return we'll come optimally prepared—and you'll walk away with something concrete from us. Can we agree on that?”

NEW SALES – Customer Meeting 2, 3...

Where: At the first meeting, when agreeing on a follow-up, aim to expand the involvement to more employees or departments.

Why: Explain that your approach of broader involvement ensures better data and a stronger fact-based foundation for decisions. This way, both risks and opportunities are uncovered, and the process itself creates positive energy within the organization.

Pitch: “Do you know where your employees feel the company stands today? Where they believe you should be—and what they think needs to change to strengthen your position? Our experience shows that when we involve more people, we capture all the relevant perspectives. That raises the quality and ensures you make decisions on a more qualified, fact-based foundation.”

TIP

If you don't succeed in getting responses before the first meeting, pitch the GAP Assessment during the meeting itself. Remember to use visual aids and a compelling story in your pitch.

Before a Workshop

Where: Prior to holding a workshop, such as a scoping workshop.

Why: Explain that completing a GAP Assessment beforehand ensures the best preparation and maximum value for the company's time. The GAP Assessment is an expert framework that identifies key focus areas. As a result, the company receives a unique report that provides insights into specific risks and opportunities.

Pitch: “To make sure we're fully prepared and that you get the most value from your time, we'd like you to complete our GAP Assessment before the workshop. It's been developed by our top experts and provides us with concrete insights for our preparation. On the workshop day, you'll receive a tailored report highlighting your potential risks and opportunities, forming the foundation for the work ahead.”

After Project Delivery (Adoption)

Where: After completing a project delivery. (It can also be highly valuable to run before project kickoff and during project delivery.)

Why: After the project has been finalized, we conduct a GAP Assessment with you. The purpose is to ensure the project was delivered as expected and that adoption has been a success.

Our GAP Assessment is an expert framework that maps your current situation within the relevant focus area. Each participant receives a report that shows whether adoption has been successful.

Pitch: “To evaluate how the project has been received and implemented in practice, we’d like you to complete our GAP Assessment. Developed by our experts, it provides us with concrete insights into how well the solution has been adopted—and where there may still be untapped potential.”