Clarity of Problem

1. Why aren’t my sales double what they are now? (REALLY!)
2. We don’t have enough customers
3. Our customers are not buying enough
4. We aren’t converting enough prospects into customers
5. Our advertising and promotion isn’t attracting enough prospects
6. Our sales aren’t large enough per customer
7. Our customers aren’t buying frequently enough from us
8. We don’t have enough salespeople
9. Our salespeople aren’t selling enough to our customers
10. Our salespeople aren’t trained well enough to sell in a tough, competitive market
11. Our customers are buying too much from our competitors
12. Our competitors are selling to much to our customers
13. Our customers perceive greater value and benefit from our competitors products
14. Our customers aren’t/t aware of how valuable our products can be to them in comparison to our competitors offerings
15. We are not making enough profit on each individual sale
16. Our costs of making each sale are too high
17. There isn’t enough focus on sales and marketing in our organisation
18. Our product is too expensive in comparison to our competitors offerings
19. Our products are not perceived to be as good as those offered by our competitors
20. We don’t have a distinct competitive advantage that allows us to stand out as superior to our competitors
21. We have too many competitors. The marketplace is too crowded
22. The market fundamentally changed and the demand for our product has declined permanently
23. We need to create and offer newer and better products and services if we want to grow
24. Where am I in the Growth Stages? What is my CORE problem? (Existence/Survival/Control/Delegation/Red-Tape/Flexibility/etc)

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1. Why isn’t this problem already solved?

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1. If we could only \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ really really well, we would have more business than we could handle.

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1. What can be done today to improve this situation?

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1. What am I assuming to be true, but if it weren’t true, would have a major impact on the growth of my business?

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