

Free Market Gap Analyzer Tool: Unlock Hidden Revenue in Your CRM

Problem: Your CRM is full of missed opportunities—if you know how to look.

Solution: This **5-minute audit** reveals gaps competitors overlook. No software needed.

What's Inside the Free Tool?

- ✓ **Pre-Built AI Prompts** – Extract insights from lost deals instantly
 - ✓ **CRM Checklist** – Export the right data in 2 minutes
 - ✓ **Competitor Gap Template** – Turn weaknesses into action plans
 - ✓ **ROI Calculator** – Estimate recoverable revenue
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How to Use It (5 Minutes Flat)

1. Export Lost Deals

- **Salesforce:** Reports → Opportunities → Filter "Closed-Lost" → Add "Competitor" column
- **HubSpot:** Deals → Filter "Lost" → Export with reasons
- **Manual CRMs:** Spreadsheet with columns:
 - Deal Size | Lost Reason | Competitor | Product Interest

2. Run AI Analysis

Paste this into ChatGPT/Perplexity:

text

"Analyze these lost deals: [paste data].

1. List top 3 churn reasons
2. Identify competitor weaknesses mentioned
3. Suggest fast fixes (under 30 days)

Format as a table."

Example Output:

| Top Reason | Competitor Edge | Quick Fix |
|------------|-----------------|-----------|
|------------|-----------------|-----------|

| | | |
|-----------------|---------------------|------------------|
| "No mobile app" | Competitor's iOS UX | Partner with [X] |
|-----------------|---------------------|------------------|

3. Prioritize & Act

- **Highest \$ Impact:** Fixes tied to largest lost deals
- **Fastest Win:** Solutions under 30 days
- **Validate:** Check G2 reviews for competitor complaints

Case Study:

A B2B SaaS company found "**no API docs**" caused 31% of churn. They created a **public API portal**—reducing churn by **22% in 90 days**.
