

Get the Most from Your Current Sales Technology

Think about the excitement you felt when you first purchased a sales technology platform. There were so many possibilities with the new features, integrations, and new GTM strategies the platform could help unlock. Have you lost sight of what got you so fired up in the first place?

Use this Functionality Gap Assessment to periodically review your current technology priorities and compare them with what got you so excited in the evaluation phase.

Evaluate Your Functionality Gap: How Your Current Technology Utilization Stacks Up Against the ‘Art of the Possible’

Step 1: Use the chart below or create a spreadsheet for a technology vendor of your choice. In the first column, note all of the features you were aware were available to you upon purchasing the software.

Step 2: In the second column, add a 1 if more than half of your sellers are currently using the feature (ask them!); add a 0 otherwise.

Step 3: In the third column, add a 1 if this is a feature that you were excited to implement; add a 0 otherwise.

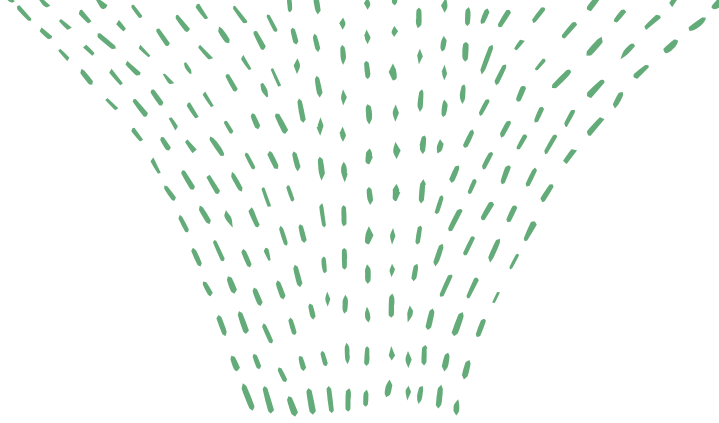
Technology Solution Name _____

Feature	Add a 1 if your sellers are using this feature, else 0	Add a 1 if you were excited about this feature’s possibilities, else 0

Step 4: Add each column _____

Step 5: Subtract these values. You have your **functionality gap!**

Functionality Gap = _____ - _____ = _____



What the Results Mean

Positive

The technology is possibly providing more value than you even expected; consider opening the technology to new teams/ use cases.

Conversely, the technology may actually be distracting your reps from focusing on crucial features/workflows. It's important to get a sense of how users are leveraging the technology, and for what purpose.

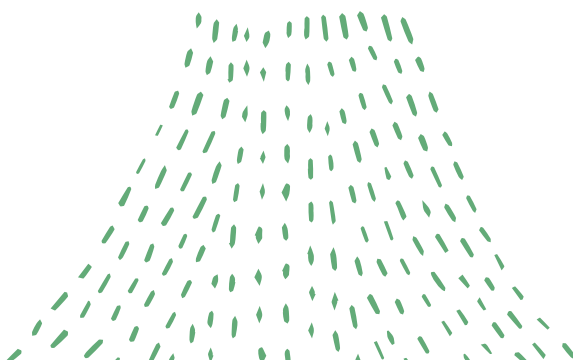
Zero

The technology is providing value approximately in line with expectations. There are likely optimization opportunities, but from a workflow perspective you're on track to meet goals set out during your evaluation.

Negative

This is an opportunity to reset priorities. Complete the following exercise:

1. Rank all of the features you were excited about but aren't being utilized, in order from greatest excitement to least excitement
2. Run stakeholder interviews with end users; understand why they aren't using it. Is this an enablement issue? An integration issue? A support issue?
3. Create an action plan to identify opportunities identified in step 2.



Why This Matters

Sales Leader

1. Replicate success. If ‘power users’ are outperforming others, provide those users with a platform to explain best practices to the entire team. Doing so may boost your team’s overall quota attainment.

2. Coaching and performance insight. On the other hand, if ‘power users’ are underperforming others, you can further dig into performance analysis by understanding whether: (1) The rep needs coaching assistance on pieces of the sales cycle unassisted by the technology or (2) the rep needs more structure surrounding how to leverage the technology in an efficient way

Revenue Ops

1. Get more value. Use the functionality gap value to understand whether you can squeeze more ROI out of the solution.

If the score is positive, consider increasing the technology’s ROI as you evaluate the total return on your overall tech stack.

If the score is negative, consider partnering with sales and enablement to conduct trainings and run best-practice sessions. Doing so can help the organization realize the ROI modeled during evaluation.

