

Gap Selling

by Jim Keenan

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

⁰¹ **Force a Current-State Audit**

Before solution talk, document the exact operational and financial friction in the buyer's current process. No assumptions. No generic pain statements.

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⁰² **Quantify 90-Day Inaction Cost**

Ask the buyer to calculate what this problem costs over the next quarter in dollars, missed targets, and customer impact. Put the number in writing.

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⁰³ **Map Root Cause, Not Symptoms**

For each symptom the buyer names, ask what creates it and what happens downstream. Keep drilling until you reach the controllable root cause.

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⁰⁴ **Define Future State in Metrics**

Turn "we want to improve" into measurable targets with owners and dates. If there is no metric, there is no decision pressure.

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⁰⁵ **Gate Demos Behind Diagnosis**

Do not run a product demo until the gap, consequences, and desired state are mutually documented. Demo without diagnosis erodes trust.

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⁰⁶ **Write a One-Page Gap Brief**

After each call, send a concise summary of current state, desired state, quantified gap, and next decisions. Use it as the deal's source of truth.