

Getting the most out of your canvas

Thank you for downloading. Follow these steps with your marketing and sales teams to map your competitive proof and identify what to fix first.

Step 01

Set Up

1

Upload the canvas to your preferred online whiteboard: Miro, Mural, Figma, or any platform your team already uses.

2

Invite your marketing and sales teams to join a working session.

3

Check that everyone in the session can access and edit the board before you start.

22

Run the session

[illegible]

Act on your results

By now, you should have a clear picture of where you stand. Assign tasks to your team, starting with the most important ones.

★★★★★ Superior Proof Available Ungated Updated Better than competitor	★★★★☆ Solid Proof Available Ungated Updated Not as good as competitor	★★★☆☆ Limited Proof Available Ungated Not Updated	★★☆☆☆ Hidden Proof Available Gated	★☆☆☆☆ No Proof Not Available
Celebrate — and make sure your sales team knows about it.	Improve it. Look at how competitors handle the same point and find a way to do it better.	Update the content — add depth, recency, or independent sources.	Publish the content so buyers can find it without a gate.	Create the content for this missing proof point.

Get Started

Want the assessment
done for you?

The automated Exofunnel assessment scores your company and up to four competitors across all 40 proof points in a consistent, unbiased way — no workshop required.

Maximum of 100% of the total available points for each criterion. The maximum possible score for the entire assessment is 100 points.

Visit exofunnel.com to get started