

Your Assessment

Business Diagnostic Questionnaire

Style of Business:

- How many years have you been in this business?
- What attracted you to this business initially?

Competition:

- How many competitors do you directly compete with?
- Do they affect you, or is there enough for everyone?
- What would you say are the potential threats to your business?

Clients:

- What would you say are the most important things to a potential client considering purchasing your services?
- What are client's major frustrations when dealing with your industry (not just your business)?
- Would you say that your clients are price focused?
 Yes No

Marketing:

- Are you happy with the number of clients you currently attract to your business?
 Yes No
- Which of the following do you use to market to them?

- Yellow Pages
 - Direct Mail
 - Flyers
 - Newspapers
 - Radio
 - Television
 - Telemarketing
 - Strategic Alliances q Referral
 - Networking
 - Other
- What is your most successful marketing strategy?
 - Do you have a Proactive Referral system in place?
 - Yes No
 - What systems do you use to increase repeat business from your existing clients?
 - Do you maintain an up-to-date database?
 - Yes No
 - How often do you contact your existing clients?
 - 1 to 3 months
 - 4 to 6 months
 - 7 to 12 months
 - Never
 - Do you measure the average expenditure of each client?
 - Yes No
 - What strategies do you have in place to increase this?

Production of Services:

- Do you have a backlog of work?
 - Yes No
- How often do you turn over your assets per year?

- Do you have any areas of business that are slow moving in comparison to others?

Yes No

- Do you do much re-work?
 Yes No

Team:

- How many Employees do you have?

1 - 5
 6 - 10
 11 - 15
 16 - 20
 21 - 30 30+

- Do you have a high staff turnover?
 Yes No

- Do you have a current Team Recruitment System in place?
 Yes No

- Do you have a Staff Induction Program?
 Yes No

- Do you have a Performance Appraisal System in place?
 Yes No

- Do you have a Dismissal Process for removing unwanted staff?
 Yes No

- How would you rate your staff's reliability?
 Excellent
 Very Good
 Average

- Below Average
- Poor

- How would you rate their productivity?

- Excellent
- Very Good
- Average
- Below Average
- Poor

- Do you run regular sales training sessions for your salespeople?

- Yes No

- What other ongoing training do you provide to your staff?

- Do you work more or less hours than the people you are currently employing?

- More
- Less

Finance:

- Do your clients always pay on time?

- Yes No

Comments:

- How much would you say you currently carry in outstanding debts?

Comments:

- How many days overdue would you say this money is on average?

- 1 to 30 days
- 30 to 60 days
- 60 to 90 days
- 90+ days

Comments:

- What system do you have in place to reduce this?
- What system do you have in place to ensure that your debts do not get out of hand in the future?

Money:

- How often do you do a detailed financial analysis of your business?
- What services does your internal/external accountant provide?
- Are you happy with your current level of income?
 Yes No

Comments:

- Do you feel there is untapped potential in your business currently?
 Yes No

Comments:

- What steps do you have in place to realize this potential?
- Does the business currently provide you with excess cash for other investments?
 Yes No
- Do you ever experience challenges with your cash-flow?
 Yes No
- Have you ever had an analysis done to identify areas where cash-flow could be improved?
 Yes No
- Do you achieve the highest hourly rate of everyone working in this business, considering what you make, given the hours you work?
 Yes No

Time:

- What sort of hours are you currently working in your business?
- Are you happy working these hours?
 Yes No
- Ideally how many hours would you like to work?

Business Enhancement:

- What are the major frustrations you currently have in your business?
- When was the last time you did a business plan for your business?
- How many hours a week do you spend planning for the growth of your business?
- How many hours a month do you typically spend on business education?
- How many business seminars have you attended in the last 12 months?
- Have you ever worked with a Business Coach or Consultant?
 Yes No
- Would you ever consider working with a Business Consultant to fast track the growth of your business?
 Yes No

General:

What is the approximate Turnover Range of your business?

- 0 - £250,000
- £250,000 - £500,000
- £500,000 - £750,000
- £750,000 - £1,000,000
- £1,000,000 - £3,000,000
- £3,000,000 +

Once completed please send back to us and we will give you honest reliable feedback and arrange a free business consultation with you to discuss.

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Look forward to hearing from you
Gary