



## 10-Point Business Development Diagnostic

Have a look at these questions to see how prepared you really are. A “no” answer to *even one* of these statements may be reason enough to meet with me! Our extensive personal financial planning diagnostic is yours free at your initial consultation.

	Yes	No
1. I know what I want my business to look like in 10 years, <u>and</u> I have a list of the specific action steps to get me there <u>and</u> I’m systematically working on them.	<input type="checkbox"/>	<input type="checkbox"/>
2. My business offers customers benefits that are unique in our industry <u>and</u> we communicate these differences in everything we do.	<input type="checkbox"/>	<input type="checkbox"/>
3. We systematically inquire of our customers about their level of happiness with our services. We’re ahead of our competition because we truly know the direction our target market is moving.	<input type="checkbox"/>	<input type="checkbox"/>
4. We have a real sense of control over all aspects of the business (finances, operations)	<input type="checkbox"/>	<input type="checkbox"/>
5. Our team (employees) always delights our customers. The team consistently develops raving fans—customers so happy with our service they can’t wait to send their friends and family to us. <u>Plus</u> our human resources strategy is designed to ensure this team commitment.	<input type="checkbox"/>	<input type="checkbox"/>

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6. We have systems in place to maximize the life-time value of each and every one of our customers. We're as focused (or even more focused) on marketing to our current customers as we are focused on generating new ones from the "cold market."	<input type="checkbox"/>	<input type="checkbox"/>
7. We have a pricing strategy designed to ensure premium pricing for our products. This is accomplished in part through our customer service strategy. Our value-added benefits are superior to our competitors'.	<input type="checkbox"/>	<input type="checkbox"/>
8. We have a detailed business plan covering the next 12 month period. This includes the written action steps we expect to take <i>as well as</i> the financial projections we hope to achieve.	<input type="checkbox"/>	<input type="checkbox"/>
9. We receive appropriate daily, monthly, quarterly and annual financial and operational data. This means not only dollars, but also Key Operational Performance Indicators.	<input type="checkbox"/>	<input type="checkbox"/>
10. The financial and tax planning for our business has been properly integrated with our personal financial plans.	<input type="checkbox"/>	<input type="checkbox"/>

So, how did you do? Very few businesses get more than 2 or 3 "yes" answers their first time around. . . and some get even fewer. If you scored in that range be assured that you're not alone!

Don't you think it would be helpful to invest a relatively small amount of time to see how you can benefit from growth strategies based on these diagnostic points?

Please call with any questions you may have.

Consider a Micro Consultation – may have benefited.

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