

BUSINESS MASTERMIND

BUSINESS ASSESSMENT

Use this assessment to get a general snapshot of your business. This assessment can support you in identifying next steps to take to expand, grow, and improve your business.

1. Why are you in your particular business?

2. Who are the people your business serves?

3. What does your business provide?

4. What makes your products/services special?

5. What are the short-term goals for your business?

6. What are the long-term goals for your business?

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Take a minute to think about your business. Are you experiencing consistent problems in any area of your business? Review the statements below and rank them from 1-5, where 1 you strongly agree, and 5 you strongly disagree.

YOUR MARKETING

STATEMENT

RANK 1-5

- I don't know how to differentiate my business from competitors.
- I don't know how to attract more customers.
- I don't have a company image or any brand recognition. My current advertising doesn't work.

YOUR SALES

STATEMENT

RANK 1-5

- I don't have enough sales and/or my sales are inconsistent.
- I don't spend enough time doing sales work.
- I'm too dependent on a few customers or accounts.
- I and/or my people don't know how to sell effectively.

YOUR MONEY

STATEMENT

RANK 1-5

- My business doesn't make enough of a profit.
- I often don't have enough cash available to pay my bills.
- I don't understand my financials like I want to.
- Some or all of my customers don't pay their bills on time.

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YOUR CUSTOMER SERVICE AND OPERATIONS:

STATEMENT

- My customers complain about my service and/or deliveries.
- My products and/or services are not consistently high-quality.
I'm never sure a job can be done on time.
- The place is a mess and I can't find anything.

RANK 1-5

YOUR PEOPLE:

STATEMENT

- I can't seem to find and keep the right people.
- My people don't perform the way I need them to.
- My people aren't committed or motivated.
- My people don't consistently get things done on time.

RANK 1-5
