

## Free Business Analysis

**INSTRUCTIONS:** Please fill in all of the information below. \* Indicates information is required to process your Form. All questions must be answered to properly assess your business. When complete click **SUBMIT** at the end of this questionnaire. A Senior Consultant will contact you within 3 business days to review the results with you.

**+ (Plus) means I AGREE, YES or MOSTLY YES**

**M (Middle) means UNCERTAIN, MAYBE, NEITHER YES, nor NO**

**- (Minus) means I DISAGREE, NO or MOSTLY NO**

Name:\*

Title:\*

Business Name:\*

# of Staff:

Address:\*

City:\*

State:

Zip:

Office Phone:\*

Mobile:

Email address:\*

How did you hear about us?\*

**+    M    -**

1. I am achieving my financial goals.

2. I have very good success at finding and hiring capable employees.

3. Little competition exists in my area.

4. I give my collection staff a rating of 8 out of 10 or better.

5. In terms of what we deliver to our customers, we are technically the best.

6. I have a regular check on the quality of our service.

7. We use surveys when trying to generate new business.

8. I often feel guilty about not spending more time with my family.

9. Business owners should give unexpected bonuses to keep employees on their toes, instead of having a routine system of bonuses.

10. I believe that people can be helped.

11. There has been a downtrend in our profitability over the past 12 months.

**continued...**

**+    M    -**

12. Employees often don't understand how their jobs affect others in the company.
13. The on-going needs of our customers are well defined, and are used for re-activating past customers.
14. Customers often complain about errors in their accounts.
15. What we deliver to our customers is normally on time and better than they expected.
16. I use customers' complaints as a means to improve the business.
17. We keep a record of new customers and know how effective our advertising/promotion is.
18. There are influences outside my business that demand my attention right now.
19. It is only natural for labor and management to be mistrustful of each other.
20. There is something missing in my life.
21. We have cash flow problems that need to be resolved.
22. Newly hired employees in my business are quickly trained and soon functioning well at their jobs.
23. Our promotional materials effectively produce repeat business.
24. I am kept waiting for up-to-date figures on Accounts Receivable.
25. If I had better equipment, I could produce results for my customers.
26. My staff know they're good; I don't need to praise them.
27. We have effective and proven programs for generating new customers.
28. There's quite a bit of stress in my life.
29. Trying to define and measure the results produced by each employee would be a waste of time.
30. There are other things that I think I should be doing with my business.
31. My business has been involved in litigation as a defendant within the last two years.
32. I often find myself solving problems that others (managers or employees) should handle.
33. We do not have a regular communication going out to our existing customers.
34. My business has an excellent credit rating.
35. My customers frequently complain about waiting.
36. My business has no call for "correction programs."
37. Our business is getting positive exposure from newspaper articles, free publicity, etc.
38. I'm concerned about my health at times.
39. Teamwork inhibits creativity.
40. There are some problems in my business for which I have no solutions.
41. The amount of debt that my business is carrying is a problem or a potential problem.

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42. I could get more work done each day if I had fewer interruptions.
43. We do special promotions regularly which are available only to our existing customers.
44. Payroll is always done on time.
45. I haven't yet trained anyone to manage and care for the production area as well as I do it myself.
46. We keep and use the staff suggestion box (or a similar system).
47. I have at least one employee whose sole job is to develop new business.
48. There are too many accidents/mistakes in my life.
49. A good policy in a business would be to cut every corner possible in order to increase profit margins.
50. I intend to find a way to be more effective.
51. The long-term profitability of my business is on an up trend.
52. Communication within my company flows smoothly and quickly to the right person with no misunderstandings.
53. Our average service delivered per customer is increasing.
54. Tax payments are usually on the late side.
55. Quality of service tends to collapse when I am away from the area for any extended period of time.
56. Our staff training system is an on-going affair.
57. We don't expect much return from our promotional campaigns.
58. I have one or more physical problems.
59. Most people don't want to work, and do so only because of economic necessity.
60. I'm looking for help to improve conditions.
61. My gross has increased over the last two years.
62. I have a reward system for employees who do more than their share.
63. We are losing business because of inadequate follow-up of existing customers.
64. I can lay my hands on all financial statements at short notice.
65. My staff takes pride in pleasing the customer.
66. I have several people in training at this time to take over positions senior to those they now hold.
67. Generating new customers is not an essential part of our marketing.
68. Others have influenced me in making decisions that I have later regretted.
69. Expansion isn't always desirable.
70. There is something that I need to change or things will worsen.

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71. There is an external factor which is a threat to the viability of my business.
72. I sometimes wonder how productive my employees really are.
73. We have a complete database of past and present customers.
74. I would like to receive the financial reports more quickly.
75. I sometimes cringe and want to hide when my employees are speaking to customers.
76. We get along very nicely without any staff training.
77. Public relations is an essential part of our marketing.
78. I sometimes experience periods of worry and depression.
79. Most problems between people can be resolved with communication.
80. Most things that claim to help people actually do more harm than good.
81. My business is dependent on additional external funding for continued survival.
82. I keep graphs of all the key statistics of my business.
83. We have a very loyal and expanding customer base.
84. The fixed assets inventory is complete and up-to-date.
85. There is excellent coordination of finance, supplies, personnel, logistics, etc. in my business.
86. We apply the principle of quality control to our entire organization.
87. I keep separate records of new customers and repeat customers.
88. The rewards of operating my business far outweigh the difficulties.
89. A good leader would not hesitate to sacrifice an individual for the good of the group.
90. There isn't anything someone else could tell me that would help me run my business better.
91. My business's cash position is better than it was a year ago.
92. Overall, morale in my business is very high.
93. 50% or more of our gross comes from a very small percentage of our customers.
94. I know where the money's going before it gets spent.
95. If we did a survey of our customers, at least 90% of them would say they are satisfied with what we delivered.
96. I have a statistic which measures the effectiveness of our quality control.
97. We get new customers from referrals from existing customers.
98. Someone or something else is responsible for the condition my business is in.
99. A good executive would rather earn money than borrow it.
100. I continually look for ways to improve myself and my business.