

# Business Health Check

Client Name: \_\_\_\_\_

Date: 20/06/2011

Please answer the following questions with sincerity and try to be as objective as possible, then email them back to us at [admin@businessspecialists.net](mailto:admin@businessspecialists.net) We will prepare a report for you and email it to you shortly.

Horrible	0
Bad	1
Poor	2
Could be better	3
Needs attention	4
Tolerable	5
Reasonable	6
Good	7
Very Good	8
Excellent	9
Couldn't be improved	10

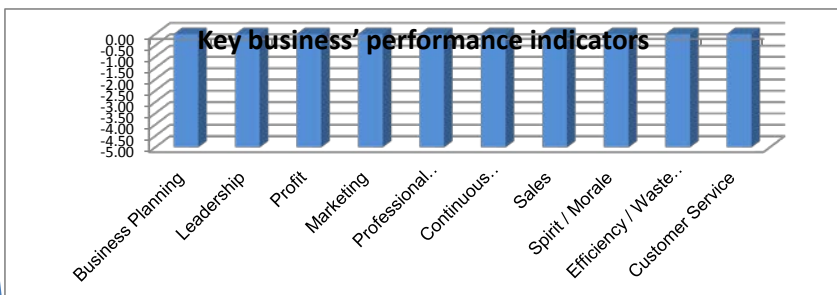


Please use marking criteria / corresponding number.

**25 Questions - How would you rate the following in your business?**

1	The level of satisfaction and loyalty of our Customers; before, during and after a purchase?		
2	Our understanding of our costs, particularly our product & operational costs?		
3	The reward scheme we use for our sales team and how well they are remunerated?		
4	The quality of our contact programs we have for Customers and Prospects?		
5	Strengths of our budgets and our understanding of company's financial position: cash at bank, debtors and creditors?		
6	The spirit/morale of our staff?		
7	The quality of our sales and marketing documents/materials (brochures, web sites, ads)?		
8	The quality and frequency of the feedback we provide our staff on their performance?		
9	The level of collaboration and trust between our teams and divisions?		
10	The quality of documents and understanding of our sales process?		
11	The quality of documents and understanding of our operational procedures?		
12	The quality of the processes for setting and maintaining our prices?		
13	Our capability to grow the business through existing customers'/clients' base?		
14	The level of efficiency and waste control / cost-saving without compromising the quality of our products or services?		
15	The data quality & availability to check for: profit, sales, expenses and cash flow?		
16	Our ability to define our target market and their needs?		
17	The quality of our customers' data base and prospects?		
18	The extent and quality of training we provide for our staff?		
19	Our ability to deliver on time, on budget and with specified quality?		
20	The clarity of our key business objectives and our competitive advantage over other businesses in the same field?		
21	Our technique for benchmarking our systems against best practice?		
22	Our knowledge about current activities of our competitors?		
23	Constant improvement of our internal processes / ongoing effort to improve products, services and processes?		
24	Our ability to attract and retain high quality staff?		
25	The quality and capability of our sales force?		

Key business' performance indicators	
Business Planning	-5.00
Leadership	-5.00
Profit	-5.00
Marketing	-5.00
Professional Development	-5.00
Continuous Improvement	-5.00
Sales	-5.00
Spirit / Morale	-5.00
Efficiency / Waste Reduction	-5.00
Customer Service	-5.00



Red - Problem	
Yellow - Caution	
Green - No problems	

These are the key areas that management must have under control in any business. We have specific solutions to improve performance in each of these areas

*We urge you not to rely upon these figures from this report in any way other than to use it as a tool to probe for more investigations.*