

# Business Health Check

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

Date: 20/06/2011

## Sample Report

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 |

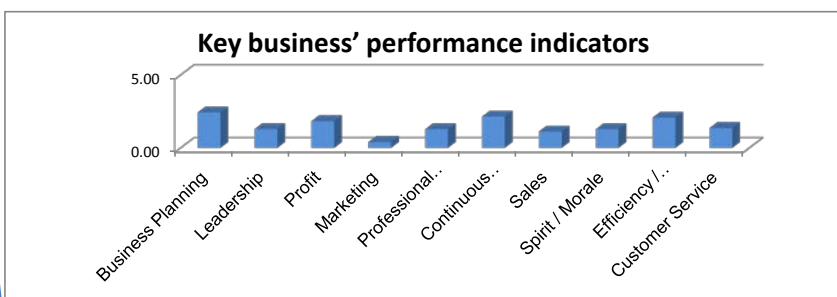


Please use marking criteria / corresponding number.

### 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?                          | 9 | 4  |
| 2  | Our understanding of our costs, particularly our product & operational costs?   | 7 | 2  |
| 3  | The reward scheme we use for our sales team and how well they are remunerated?  | 6 | 1  |
| 4  | The quality of our contact programs we have for Customers and Prospects?  | 3 | -2 |
| 5  | Strengths of our budgets and our understanding of company's financial position: cash at bank, debtors and creditors?  | 7 | 2  |
| 6  | The spirit/morale of our staff?   | 7 | 2  |
| 7  | The quality of our sales and marketing documents/materials (brochures, web sites, ads)?                               | 7 | 2  |
| 8  | The quality and frequency of the feedback we provide our staff on their performance?                                  | 4 | -1 |
| 9  | The level of collaboration and trust between our teams and divisions?   | 7 | 2  |
| 10 | The quality of documents and understanding of our sales process?  | 7 | 2  |
| 11 | The quality of documents and understanding of our operational procedures?   | 7 | 2  |
| 12 | The quality of the processes for setting and maintaining our prices?  | 4 | -1 |
| 13 | Our capability to grow the business through existing customers'/clients' base?  | 5 | 0  |
| 14 | The level of efficiency and waste control / cost-saving without compromising the quality of our products or services? | 8 | 3  |
| 15 | The data quality & availability to check for: profit, sales, expenses and cash flow?                                  | 8 | 3  |
| 16 | Our ability to define our target market and their needs?  | 6 | 1  |
| 17 | The quality of our customers' data base and prospects?  | 3 | -2 |
| 18 | The extent and quality of training we provide for our staff?  | 7 | 2  |
| 19 | Our ability to deliver on time, on budget and with specified quality?   | 8 | 3  |
| 20 | The clarity of our key business objectives and our competitive advantage over other businesses in the same field?     | 8 | 3  |
| 21 | Our technique for benchmarking our systems against best practice?   | 6 | 1  |
| 22 | Our knowledge about current activities of our competitors?  | 5 | 0  |
| 23 | Constant improvement of our internal processes / ongoing effort to improve products, services and processes?          | 7 | 2  |
| 24 | Our ability to attract and retain high quality staff?   | 6 | 1  |
| 25 | The quality and capability of our sales force?  | 8 | 3  |

| Key business' performance indicators |      |
|--------------------------------------|------|
| Business Planning                    | 2.43 |
| Leadership                           | 1.29 |
| Profit                               | 1.83 |
| Marketing                            | 0.40 |
| Professional Development             | 1.27 |
| Continuous Improvement               | 2.14 |
| Sales                                | 1.12 |
| Spirit / Morale                      | 1.27 |
| Efficiency / Waste Reduction         | 2.07 |
| Customer Service                     | 1.36 |



|                     |  |
|---------------------|--|
| 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.*