



How Strong are the Foundations of your Business?

Areas of inspection:

1. Based on the closed business revenue that you have done in the last year, how much profit have you really made?
2. Forecasting out for the rest of the year, how much business are you expecting to have?
3. How much more business can you actually handle?
4. When you have client deadlines do you
 - a. Always meet them not matter what
 - b. Redefine and negotiate a new deadline
 - c. Ignore it and hope nobody notices
5. When was the last time you went over your financial records and insurance documents?
6. Do you experience cash flow challenges?
7. How many 'hats' do you currently wear in your business? Are you responsible for everything, or do you delegate to others?
8. What is the weakest link in your sales and marketing process;
 - a. Finding enough business
 - b. Prioritizing the work load
 - c. Having a system to follow up with people
 - d. Finding the ideal clients
 - e. Closing the sales
9. Are your current employees or sub contactors meeting or exceeding expectations?
10. What is your biggest challenge currently?