

Would you like your business and profits to GROW faster?

Answer "YES" or "NO" for each of the following:

1. ____ We are proactive and rarely spend any time fixing problems
2. ____ We have plenty of time to get everything done, and never feel overwhelmed
3. ____ We (the owners and executives) spend 25% to 50% of our time on our business strategy and don't have to spend all of our time working in and running the business
4. ____ We are using our written business plan to consistently grow the business
5. ____ Most of our customers are regularly buying our most profitable products
6. ____ We consistently make repeat sales to both existing and inactive customers
7. ____ Our customers usually buy as much of our products and services as they really need
8. ____ More than 20% of our customers are "raving fans", delighted customers who bring us terrific new customers who are ready to buy
9. ____ We are ecstatic with our profit margins and profits
10. ____ We never have problems with cash flow
11. ____ We are extremely productive
12. ____ We have more high quality leads than we can handle
13. ____ We have a written step by step marketing plan and are ahead of schedule
14. ____ Our marketing consistently attracts the best and most profitable customers
15. ____ We have a highly motivated and effective sales force
16. ____ We convert our leads and prospects into profitable customers at an incredibly high rate
17. ____ We make the best use of technology to grow and deliver better, faster, and cheaper
18. ____ We rarely have problems hiring and keeping motivated and quality employees
19. ____ We consistently get outstanding results from marketing, sales, delivery, service and word of mouth advertising
20. ____ The owners and managers lead with the highest possible level of passion
21. ____ The owners and managers have complete freedom to be away from the business, yet still have the business grow, without missing a beat
22. ____ We hardly ever have problems with miscommunication with Customers, Employees, and Suppliers
23. ____ We rarely have problems with the quality of the products and services we deliver
24. ____ We consistently "WOW" our customers and as a result they all tell others about us
25. ____ We always get our financial, production and sales reports within 24 to 72 hours

of "YES" answers: _____ Multiply by 4 = _____. This is your Business Performance Index.

Score of 76 or above: OPPORTUNITY! Your business has only a few vital organs that need treatment. Accurate diagnosis and prompt treatment will dramatically improve your growth and success.

Score 48 to 72: IMPORTANT! Several of the vital organs of your business are in trouble, limiting your profitability and growth.

Score 20 to 44: URGENT! Your business suffers from disease in many of its vital organs. Untreated, this could spread and undermine your business.

Score 0 to 16: EMERGENCY! Your business has serious disease threatening most of the vital organs of your business. Failure to get immediate treatment could result in the collapse of your business at any time.

Name: _____ Business Name: _____

Phone #: _____ E-mail: _____ Website: _____

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