

All businesses face the challenge of juggling many balls in the air at once. Often there is a strength in a particular area, and other important functions suffer due to lack of skill, attention and time. At Dynamic Business Growth, we feel the success of a business lies in the important balance and performance in the following four areas:

1. Company Goals and Finance
2. Business Culture
3. Operations
4. Sales and Marketing

Please take the following assessment, and determine what is the health and strength of your company. If there is an area where your score is not to your satisfaction, please call us for a one to one private consultation.



**Dynamic Business Growth**

### COMPANY GOALS AND FINANCES

Y N

1. You can identify the passion or "WHY" you are in business or "WHY" you chose this job and industry.
2. You have a clear vision, mission and annual goals for your company.
3. You have a clear plan / strategy to implement and reach your company's goals.
4. You review and analyze your P&L statements weekly.
5. You are clear and up to date on the cash flow and accounts receivables of the company.
6. You have a positive reputation in your industry.
7. You embrace change.
8. There is effective leadership to inspire and grow the company.
9. You can navigate risk and make the critical decisions required to move the company forward.
10. You have reports to view the status of key performance indicators of all departments in the company?

### BUSINESS CULTURE

Y N

1. Your company has a motivating environment with high energy, enthusiasm, where creativity and innovation is welcomed.
2. Your company interacts and performs as a well-developed team.
3. There is trust and loyalty from the company to employee and from employee to company.
4. Communication is effective among all departments.
5. You manage the heavy workload of projects and responsibilities on your plate.
6. You have an environment of no drama, no blame, and no finger pointing.
7. There is no fear or bullying in the company culture.
8. You have a clear job description for key employees.
9. You have a system in place for yearly evaluations for employees and upper management.
10. Your employees feel recognized and appreciated.

### OPERATIONS

Y N

1. You have structures and systems in place to support business growth.
2. You are successful with knowledge transfer from the owner to key "C" level Executives and from "C" level Executives to other employees.
3. You have focus, and projects are completed on time and on budget.
4. You have a high degree of accountability and do not tolerate excuses for poor follow-up and unmet deadlines.
5. Key "C" level executives are able to scale themselves and leverage their skills, and do not micromanage.
6. You have clear structured training for key positions.
7. You have a "Warrior Mindset" to take on and solve business challenges.
8. You clearly identify the key actions that are responsible for your company's success.
9. You are successful with day-to-day time management and stress management.
10. The company is up to date with technology?

## SALES AND MARKETING

Y N

- 1. There is a system in place for prospecting new business?
- 2. You and your sales people are clear with the company's USP (Unique Selling Proposition).
- 3. You have an effective Elevator Pitch that leaves people wanting to know more about your company's product or service.
- 4. You have a structured sales training program for new sales people.
- 5. You are "Story Telling not Boring Telling" with your presentations. Your presentations are exciting and demonstrate your company's expertise.
- 6. You have a program in place for "ROR" (Return on Relationships) maximizing key relationships for future business.
- 7. There is a system or CRM (Customer Relationship Management) in place for effective follow-up.
- 8. You have a marketing strategy in place to forward and grow the company.
- 9. The company web site is updated to take advantage of the latest online strategies.
- 10. You focus on a particular niche to maximize opportunity.

Y N

- 11. You want to expand into other markets.
- 12. You network successfully for business.
- 13. You are building an online company presence for your company using social media.
- 14. You communicate with your customer base via a online newsletter.
- 15. You use webinars as an effective way to educate market trends to your customers.
- 16. You have clearly, defined annual, and monthly sales goals.
- 17. You have a formal program to reward outstanding performance.
- 18. You have on line product sales.
- 19. You conduct weekly sales meetings.
- 20. There is a template for common/ standard sales proposals.



### Score for sections one through three

1-2 no answers in each section you are doing great.  
3-4 no answers in each session you are doing good.  
5-6 no answers in each section you are doing fair. More than 6 no answers in each section you are in crisis.

### Score for section four

1-3 no answers in this section you are doing great.  
4-6 no answers in this section you are doing good.  
7-9 no answers in this section you are doing fair. More than 9 no answers in this section, you are in crisis.

Rochelle Lisner

[www.DynamicBusinessGrowth.com](http://www.DynamicBusinessGrowth.com)  
[Rochelle@DynamicBusinessGrowth.com](mailto:Rochelle@DynamicBusinessGrowth.com)

(917) 842-0283