



## Business Exploration

Please take your time completing the following questions. The purpose of this exercise is for you to look at your business from a different perspective – to explore areas that might need more focus, energy, or attention. Together, we'll review your answers, identify where there may be gaps, brainstorm possibilities and begin to outline an action plan based on your highest priorities and goals. There is no right or wrong answer.

How did you get your start?

What do you enjoy most about what you do?

What significant changes have you seen take place?

What do you see as the coming trends?

Do you have a strategic plan that outlines your business objectives? (If you do, please provide a copy for our next session)



Where are you satisfied with the results?

Where do you think there are opportunities or gaps?

What do you feel needs improvement?

What differentiates you from the competition?

What stage of the sales and marketing cycle needs improvement (circle what applies)?

- Filling the pipeline
- Follow up
- Getting presentations
- Closing sales

Describe in detail your perfect customer.



What has worked for you in promoting your business in the past?

For each stage of the Sales Cycle listed below, rate yourself on a scale from 1 to 10, the number that best describes the degree of mastery you currently possess in that area.

- Planning and organization
- Prospecting
- Building a relationship with rapport and trust
- Gather data about prospect (company and contact person)
- Assess the client's needs
- Product and proposal presentation
- Overcoming objections - solutions
- Closing the sale - contract
- Fulfill the order - delivery
- Post sale follow-up, customer service and referrals

If time, money and resources were of no concern, where would you focus?

What have you been procrastinating about lately? Can you list 10 things?

What do you need in the next 30-45 days? 90 days?