



Business Assessment

Lead Generation

Rate your current lead generation effectiveness on a scale from 1-10 (10 highest):

What is the main reason for your score?

What is your biggest challenge when it comes to lead generation?

What is your contact to Referral Ratio? # of Contacts # of Referral

Sales Conversion

Rate your effectiveness on turning leads into sales (closed deals) on a scale from 1-10 (10 highest):

What is the main reason for your score?

What is your biggest challenge when it comes to sales conversion?

What is your contact to Referral Ratio? # of Contacts # of Referral

Don't know

Customer Service

Rate your effectiveness in customer service on a scale from 1-10 (10 highest):

What is the main reason for your score?

What is your biggest challenge when it comes to customer service?

Operational Systems

Rate your effectiveness in systems and operations on a scale from 1-10 (10 highest):

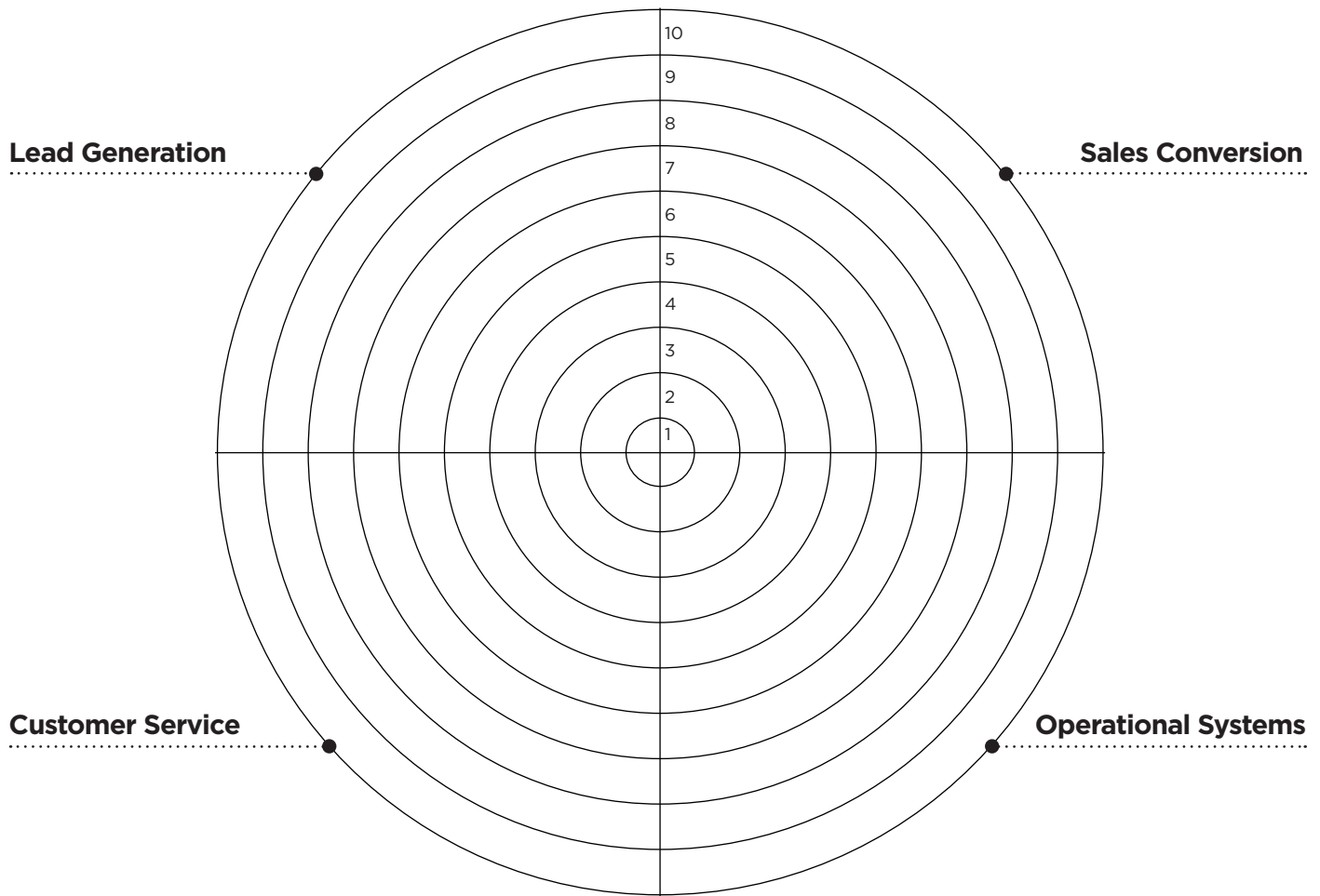
What is the main reason for your score?

What is your biggest challenge when it comes to operational systems?

Business Scale

The four sections in the Business Scale are a visual way of representing the balance of various areas of your business.

Directions: Print out this page and plot your scores, 1 to 10, on your Business Scale for each area from the Business Assessment - Lead Generation, Sales Conversion, Customer Service and Operational Systems. Draw a line in each section out to the number for your rating. The new perimeter of the circle represents your current business balance.



This scale gives you an indication of how smoothly your business is operating. Based on this, what area of focus would make the biggest impact in your business in the next 90 days?
