

Evaluating Your Priorities

In each priority area below are just a few of many questions you could consider as you evaluate your priorities. The questions below are a good start. When you are ready we can dive deeper. Check each box in which you feel confident. If you have a question about any question leave it unchecked.

Take Care of Your Customer

1. We no longer find it necessary to compete on price alone.
2. Every employee is aware of the lifetime value of our clients. *This value is continuously increasing.*
3. Each salesperson knows his/her conversion rate and average transactions /customer.
4. Each salesperson is successful & receives regular product & sales skill training.
5. Every employee knows and can explain our unique selling proposition.

Take Care of Your Employees

1. Every employee is proud to be a walking, talking advertisement for our company.
2. Each employee is formally evaluated & rewarded on his/her specific objectives.
3. There is a complete contingency staffing plan in place for every position.
4. Each employee sees his/her job as a career, not a short term assignment.
5. Each employee is listened to, encouraged to make recommendations and satisfied with his/her work.

Take Care of Your Finances

1. Our company has adequate cash flow to achieve its objectives.
2. Profitability is higher than the industry average *and will increase by no less than 10% this year.*
3. The company works from an annual written budget.
4. Suppliers, service providers and loan payments are routinely paid on time and as agreed.
5. Breakeven levels are relatively low.

Develop Dynamic Operational Systems

1. The sales force functions as a team, rather than as a group of individuals.
2. We survey people who do not buy our product to improve our product/service.
3. Our productivity is measured by key performance indicators.
4. We are driven by quality and profit. Both are measured regularly.
5. The budgeting process is always reflected upon prior to conclusion and seldom if ever done over.

Use SWOT

1. Our staff has the environment, equipment and training needed to double our productivity.
2. Each employee is accountable, never makes excuses for performance and is operating at his/her full potential.
3. New government regulations and changes in competitive strategies do not catch us by surprise.
4. Our direction and people can change instantly to meet our customers' needs.
5. We take full advantage of our supplier resources to keep our inventory low, our costs as low as possible and our customers satisfied.

Take Care of Yourself

1. I have more time than I need to get things done and typically work less than 50 hours/wk.
2. I work out regularly and spend quality time with the people I care about.
3. I regularly put aside funds with which to become financially independent.
4. My days are well planned. I almost never run on adrenaline.
5. I am happy with the amount of money I make from my business.