

17 Questions FAILING Companies are AFRAID To Ask:



BUILD IT 2 GROW
SYSTEMS • PROFIT • GROWTH

1. What will your company look like when it is 'done' – when you have reached all of the goals you have envisioned?
2. If you decided to sell your company today, what would be the fair market price? (Do not confuse this question with, "What price would you want"?)
3. Why should someone do business with you, rather than a competitor?
4. If you were hit by the 'proverbial bus', what would happen to your business?
5. What percentage of your customers are still doing business with you a year later?
6. Which of your marketing tactics make you the most money?
7. Do your customers walk away from your company with a positive or negative emotional experience?
8. What keeps you awake at night – worry or excitement?
9. Are your operational procedures written down or are they stored inside of the heads of a few key employees?
10. Which is growing fastest – profits, customers, or sales?
11. How much is your sales pipeline REALLY worth?
12. Do you spend more time putting out internal fires than planning for long-term growth?
13. What makes up the majority of your sales – new customers or existing?
14. How long would your company survive without any new sales?
15. Are your current and quick ratios better, or worse, than the industry average?
16. How much *profit* do you make on each item/service you sell?
17. Is your sales team charging premium prices or do they consistently feel pressure to drop their price to win 'the sale'?

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