

BUSINESS HEALTH CHECK

Learn the health condition of your business in 10mins



Basic Information:

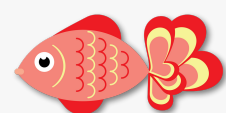
COMPANY:

LOCATION:

NAME:

CONTACT:

EMAIL:



Purpose

The purpose of this tool is to persuade you to spend 10mins reviewing some key questions in relation to your business. The hope is that this will encourage you to continue to monitor your motivation and the growth of the business.

The Tool

The tool consists of a number of statements that you can rate in relation to your business. The statements are divided into six areas to reflect the core aspects of your work.

Read and tick on a statement that is true to your business. You will earn 1 point on each tick, kindly tabulate your scoring at page 4.

Top Tips

- Try not to over-analyze: go with your first response as you read the questions
- Think about any other questions you need to ask that is specific to your work and business
- Check your answers with someone who knows you well: they may have a different perspective on you and your business
- Be realistic about the targets you set yourself from here

**Spend some quality time to
sharpen your saw**

1) BUSINESS STRATEGIC

- ☐ Our company has a CLEAR business and revenue model in place.
- ☐ We know exactly WHO are our primary market segments.
- ☐ Our company has clear a VALUE proposition, differentiating ourselves from other competitors.
- ☐ Regular review & planning sessions are conducted once every 90-days.
- ☐ Our company has the right allies to support the organization (Eg. Accountant Business Coach, Consultant, Lawyer & others).

2) SALES

- ☐ Our company has a CLEAR products ladder serving our customer.
- ☐ We have documented our best sales practice into our sales process (SOP).
- ☐ Our sales team have weekly sales review and measures are taken to ensure quotas are met.
- ☐ Our sales team is successful and undergoes regular training on both product and selling skills.
- ☐ A sales rewards programmer is in place (Eg. Sales Incentive, Commision).

3) MARKETING

- ☐ Our company has found a niche for our product and we are no longer competes on price.
- ☐ Every month we used at least 5 different ways to generate new prospects into our business.
- ☐ We have an automated Digital Marketing system to generate and manage all our online leads.
- ☐ We used different marketing strategies (Eg. Membership card, coupon) to improve our recurring incomes.
- ☐ We have an active Facebook page that we are constantly building trust and relationship with our customer.

4) FINANCE AND CASH FLOW

- ☐ Our company has an annual budget in writing.
- ☐ Financial statements are done monthly, at the very minimum.
- ☐ We understand our Business Margin & Break Even Point and regularly review the actual performance against this standard.
- ☐ Supplier and Service Provider's invoices are routinely paid on time.
- ☐ Outstanding collections/terms are collected on schedule to ensure healthy cash flow for the company.

5) CUSTOMER EXPERIENCE

- ☐ Our company has a CLEAR customer service roadmap.
- ☐ We seek feedback from our customer regularly on how we can serve them better.
- ☐ We have a good understanding on the Needs and Wants of our customer.
- ☐ Our team undergoes regular training on HOW we can improve our customer experience.
- ☐ We often 'WOW' our customer by delivery more than they expecting.

6) TEAM

- ☐ Every member of the team is open for honest feedback and communication.
- ☐ We are like a family working together.
- ☐ We have 5-10mins daily briefing and a weekly meeting to ensure everyone on the team stay align.
- ☐ Our team members are accountable and never make excuses for performance.
- ☐ Every member of the team enjoys their works.

YOUR BUSINESS SCORING

Kindly tabulate your business scoring based on the 30 questions above. On every successful tick is 1 point. Check the table below to see how your business is doing.

TOTAL SCORE

Point	Description
0 - 9	Your business is NOT doing well, you need to keep focus doing ONE thing, spend your time developing a functional business & revenue model.
10 - 17	There are areas you need to fix quickly, maybe is time to implement an automated lead generation marketing system? Talk to us, we can help.
18 - 24	Your business is doing GOOD, maybe it is time to implement an operating system and training your people? Talk to us.
25 - 30	Excellent, you're doing GREAT. Looking for business expansion? Eg. Franchising or exploring to other business opportunities.

WHAT'S NEXT??

Congratulation!!

Now you understand better on the health condition of your business.

I'm going to ask you: "Are you happy with your current scoring?"

If your answer is NO, then flip to the next page, we might have a solution for you.

BOOK A CONSULTATION

Just knowing your business scoring is NOT enough, you must learn HOW to make it better.

NOW, you can book an Phone | Skype or a Face-to-Face Business Health-Check Consultation with our Small Fish Business Coaches.

Please select the focus topic(s) you like to discuss.

- | | |
|---|--|
| <input type="checkbox"/> Business Model Strategic | <input type="checkbox"/> Customer Experience |
| <input type="checkbox"/> Sales | <input type="checkbox"/> TEAM |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Other:_____ |
| <input type="checkbox"/> Financial Profit Margin | |

Please select the prefer mode of consultation:

- ☐ FREE 30mins - Phone | Skype Consultation
- ☐ RM 300 / 90mins - Face-to-Face Consultation (Penang, Malaysia Only)

Kindly email your request to info@smallfish.com.my or

[Click HERE](#) to register on Facebook Messenger

THANK YOU FOR YOUR TIME

CONFIDENTIALITY NOTE

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