

Your Top 5 Priority Areas

Please choose up to five business priorities

Sales and Marketing

- Having turn-key, persuasive and inexpensive ways to generate more leads and prospects for my products or services.
- A step-by-step marketing plan that significantly increases my new customers, revenues and profits without taking all my energy away from day-to-day business.
- Creating customer-focused advertising and marketing strategies to draw willing buyers to my business regularly.
- The most effective sales appeal for my products and services that uniquely sets my business head and shoulders above my competition.
- To build a more motivated, professional and profitable sales or telemarketing force that creates a far stronger sales conversion and average sale value.
- Having a strategy that will compel my former and even inactive customers to come back and buy from me again and again.
- Boosting the average sale value and creating a far better sales result from every customer we are already doing business with.
- Introducing new and profitable product lines or services to both win new customers and extend the value we provide our existing ones with.

Team Building and Leadership

- Helping me develop and build strong leadership skills and attributes so I can not just manage, but truly lead my people and my company.
- To help me find or re-find my passion and get my heart and mind back focused on enjoying running and building the business again.
- Using a recruiting system that is both efficient and effective to help me add the right, motivated, great people to my team.
- Developing an ongoing training system so people are more effective and more productive at their jobs and some are ready for promotion as the company grows.
- Training my team so they deliver superior levels of customer service and create raving fans and repeat buyers time after time.
- Helping me and my team get better use of our time and stop working reactively, putting out fires, and become more proactive about building the company.

Name _____

Address _____

E-mail _____

Company _____

Phone no. _____

Running Your Business

- Develop a clear and powerful set of both personal and business goals and having a vision for my company.
- To get myself the freedom of more time away from the business, still knowing it is growing and creating more and more profits without me there.
- To help me understand how to re-invest my profits back into the business or how to take profits and invest them for passive income outside of my business.
- Getting a solid business plan of action so my team and I are focused on doing what matters, what's important and what will get the biggest results.
- To get the business and my people to a stage where they can run it profitably so I can take some time out each week and more holidays each year.
- Developing a straight forward succession plan so I can replace myself with the right people, at the right time and allow them to run it without me.
- Expanding the operation to multiple outlets or multiple territories so I can take advantage of an already solid and profitable business model.
- Creating a franchise system that both sells and creates profitable franchisees who can afford to pay me serious royalties.
- Assistance with taking the company international to profit from global markets, global costs and global currency values.

Systems

- Having a system for controlling, managing and reporting the company finances so I can know I am building real profits.
- Working 'ON' my business rather than 'IN' it and create a systems-dependent company rather than a people dependent one.
- Developing an organisational chart and position descriptions and getting the company administration handled.
- Building consistency of delivery into my products/services giving better levels of service and more rewarding customer experiences.

Coachability

- Having a hotline to a great coach that can help me stay focused, answer my most important business questions and help me grow my business

Business Information

No. of team members _____

No. of years in business _____

Current turnover _____

Industry _____