



\$ Profit Builders Inc.

BUSINESS CONSULTANT

Good solutions for your business!

Helping You Out-Think, Out-Perform and
Out-Earn the Competition-Risk Free & Guaranteed!

BUSINESS EVALUATION

[1]: Tell us about yourself...

Contact Name: _____ Contact Title: _____ Email: _____

Company Name: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____ Website: _____

Industry Revenue # Employees

2. What initially got you started in your business or career (what motivation, occurrence, etc)?
3. When you first started, where did your clients or promotions come from? (What process, method, or action did you use)?
4. What are the primary products or services you sell?
5. What is the one question you most want answered in this process?
6. How long have you been in business?
7. Do you consider your business to be large, medium or small?
8. How many customers do you currently have?
9. Do you have a client or customer list?
10. How many employees do you have?
11. What was your annual sales volume last year?
12. Was that sales volume up or down from the previous year?
13. By what percent?
14. What was your annual cost of sales as a percent of Gross Sales for this past year?
15. What were your pretax profits on last year's revenue?
16. Do you have a customer list on a computer?
17. What's your annual promotion, sales department or marketing budget?
18. Are you selling something you love?
19. Is your business local, regional, national, or international?

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20. How is your promotion, sales or marketing budget broken down and utilized?
 21. What is the biggest customer or client complaint in your industry?
 22. Breakdown your clients or customers by as many categories or segmentations (i.e. Product, frequency, specific area of purchase, etc.).
 23. What has been your biggest marketing success to date?
 24. Describe in complete detail including the philosophy behind it, the specific strategy and tactics you employed, etc...
 25. Explain and show your honest feelings about our company, your customers, etc.
 26. Is your business a repeat business?
 27. Explain.
 28. Describe the most successful and/or unsuccessful joint venture or endorsement deals you've tried.
 29. What is your greatest personal strength?
 30. What is your greatest personal weakness?
 31. What do you plan to achieve as a result of working with PBI?
 32. Who in the world of business do you most admire? Why?
 33. Why did clients originally buy from you (or buy you)?
 34. Why do clients buy from you (or buy you) now?
 35. Describe what your business does completely (what you sell, how you sell it, and who you sell to by industry, commercial category or specific niche?
 36. What is your business philosophy as it relates to your clients or customers?
 37. How have your methods for doing business, or the product or service line(s) you market, changed since the inception of your business?
 38. What is your vision for your business for the next: 6 months 1 year? 3-5 years? 10 years?
 39. What is your biggest opportunity to achieve this vision?
 40. What is your greatest strength and is it consistent with this opportunity?
 41. What is your greatest problem or weakness in achieving this vision?
 42. What is the solution?
 43. What are your sales per employee?
 44. Is that above, below, or equal to your industry average?
 45. What steps are you taking (or going to take) to improve it?
 46. What is the "lifetime value" of your typical customer or client?
 47. How much revenue will he/she generate for you over the entire period they do business with you?

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48. What is the biggest customer complaint about your company?
 49. How does your company address that problem?
 50. Do you buy from your competitors to keep track of what they are doing right and wrong?
 51. Explain how these insights have helped you refine and better focus your overall business strategy.
 52. Do you actively seek information from experts in your field and other fields related to ours?
 53. Explain.
 54. When was the last time you introduced a new product or service to your market?
 55. How well did it work?
 56. What was the reason for its success or failure?