



\$ Profit Builders Inc.

BUSINESS CONSULTANT

Good solutions for your business!

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

Small Business Survey

Contact Name: _____ Contact Title: _____ Email: _____

Company Name: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Industry: _____ Revenue: _____ # Employees: _____

1. What business are you in?
2. When did you start the company?
3. How did the business get started?
4. How many employees depend on you?
5. How many customers do you have?
6. How are their names maintained?
7. How many inquiries do you have?
8. Do you make any profit money/surplus presently?
9. What is the most profitable business area presently?
10. How do you sell?
11. Do you use direct sales?
12. Do you use advertising?
13. Do you use direct mail? TV Or Radio?
14. How much do you spend on ongoing advertising or direct mail?
15. How effective it your program?

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14. What would you like to accomplish?
 16. Do you have a field or "in-house" sales force?
 17. Are you optimizing it?
 18. How many past customers and prospect do you have?
 19. Have you ever solicited or attempted to actively resell them?
 20. Have you ever thought about joint venturing?
 21. Are you making all your money "up-front" or on the "back-end?"
 22. Have you been in business a long time?
 23. Do you engage in lead or prospect generating, conversion and reselling?
 24. How effective are you in doing these things?
 25. Is your industry a very competitive industry?
 26. Is everyone marketing the same way?
 27. Do you understand and utilize a "Unique Selling Proposition" synergy?
 28. Are the marketing elements in your business quantifiable?
 29. Who is your competition?
 30. What is your client profile?
 31. Who is your prize customer or client?
 32. When do you close the year-end?
 33. What did you do volume-wise last year?
 34. What did you want to do?
 35. What type of business is it?
 36. How many owners are there?
 37. Who would run the business if you were incapacitated?
 38. What are three areas of your business you would like to see improved?
 39. What gives you the most stress in your business?
 40. Identify the major goals for your business this year, the next two years-next five years.
 41. Is there anything holding you back from achieving your goals?

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42. Do you budget?
 43. How often?
 44. Where is your break-even point?
 45. How is your cash flow?
 46. Is the company as profitable as you expected it to be? Why or Why not?
 47. Where do you see yourself three years from now?
 48. Do you feel you are well compensated for your Blood, Sweat & Tears?
 49. How long has this been a problem?
 50. What have you done to address it?
 51. Did it work?
 52. How is this affecting your business?
 53. How is affecting you personally?
 54. How is it affecting your key people?
 55. If you improve this area of what would it mean to your business? To you personally?
 56. If a dollar amount is established what would you do with an extra \$50,000+?
 57. If at a bare minimum we can show you 5 to 10 new ideas to identify and quantify your problem, determine a solution and do it at no up-front cost or obligation would you be open to having an analysis done?

[When you have completed your answers please turn them into us. Thank you!](#)