



INVISIBLE CHANGE
VISIBLE RESULTS

Business Model Assessment

Rate the following 15 statements using 0, 1 and 2, whereas:

0 - Completely incorrect

1 - Partially correct

2 - Completely correct

	0	1	2
I have strategy for every action I take at my business			
I spent the majority of my time on strategic proactive tasks and actions which generate money and long-term growth rather than on day-to-day operations.			
I have an established system for planning and determining priorities so that every day I work on getting closer to my most important goals.			
My goals and plans are clear and I review them regularly.			
I condition my mind every day to achieve higher results.			
I and my sales people can clearly explain what makes us different from our competitors.			
I have a crystal clarity on who my ideal clients are and what determines their decision to buy.			
I have an approach to easily get the attention of my potential clients.			
I use 6 or more different marketing channels to attract clients.			
I have a strategy and approach to find and reach our "best clients"			
I have a formally established approach for regular follow-up communication with my existing clients and my potential clients.			
I have a presentation that can get the attention of my potential clients even if they are not interested in my product or service.			
I have an established system for generating referrals regularly.			
I have a sales script and approach that gives predictable results.			
I and my sales people can easily deal with any objection and can close the sale with confidence.			

Total sum of points:



Where are you in your business?

25 - 30 points... you have a Reliable and Working Business Model...

Congratulations! You are one of the few small business owners that have clarity on their ideal clients, differentiate from their competitors and reach to many new clients thanks to established proven systems in their business.

What do you need?

You can pay attention at those areas where you would like to see an improvement. If you work with a business coach you may become even more focused and productive and you can create a business that works like a machine.

0 - 7 points ... you have a Reactive Approach in your Business...

Your approach is almost completely reactive. Your focus is to put out fires and day-to-day operations. At the same time, despite working a lot, most likely you do not get enough new clients. You use a limited number of marketing channels, you do not differentiate from your competitors and results of your sales meetings (sales calls) are unpredictable.

What do you need?

You need to improve or build your entire business model. You need to have clarity on your ideal clients, you need to create a compelling message that attracts them and to use many more marketing channels (both offline and online) to reach new clients. You need a sales approach that can give you reliable and predictable results. You also need a planning system that can assure you that every week you are moving closer to your main goals. A business coach can give you the necessary tools and strategies that you need and also can hold you accountable to work proactively on the most important (but not urgent) tasks in your business.

8 - 24 points ... You are either close the Reactive Business Model (if your score is closer to 7 point mark) or to the Reliable Working Business Model (if your score is closer to the 25 point mark)...

From your answers you can see the most important areas where you either need to create or improve your strategies and systems.

What do you need?

You need a planning system that can assure you every week that you are moving closer to your main goals or/and proven strategies to reach much more new clients. A business coach can give you the necessary tools and strategies that you need and also can hold you accountable to work proactively on the most important (but not urgent tasks) in your business.