

Business Assessment questionnaire

Version 1.0

Marketing and Business assessment

Instructions: Please answer the following questions in as much detail as possible.

1. What do you do (just write what you tell people without thinking about it)?

2. Now provide more detail about your business and the services you offer

3. What is unique about the products/services you provide?

4. Who is your target market (sector and customers you want to interact with)?

Be specific and describe all the business sectors where you want to be present.
List all customer groups with whom you interact with.

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5. Why are they the ideal customers for you?

6. What are the biggest problems they are facing right now? What are they most actively looking for help with?

7. How can you best help them? What area do you have the most experience, track-record and results with?

8. Do you know anyone that could be an ideal customer who you have not spoken with for some time? Your network, past employers, vendors, friends, family?

9. What is your biggest challenge now, moving this project forward?

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10. How are you currently marketing (advertising) your business?

11. What area of your marketing is making you the most money?

12. How many leads do you get each week or month?

Give the timeframe for your leads

13. How many of those leads turn into paying clients?

14. How long does it take on average for someone to become a client from the first time they contact you?

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15. What does your sales process look like now?

16. What is the average client worth to you (over their lifetime)?

17. What type of results have you (do you) achieve for your clients (e.g. Increase in sales, decrease in costs, etc.?) Share your big wins.

18. What is your current price structure? How do you charge?

19. How much do you currently spend on marketing each month?

20. What is your current monthly revenue?

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Need some help answering the questions?

Do you want to share and discuss your findings?

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