

Clarity on Business Development

How Do You Measure?

= Poor/Rarely

= Excellent/Always

We tend to fall behind our competition and our marketing plan is not very well structured.	1 2 3 4 5	We have a clear marketing plan to outperform our competition.
My team does the minimum possible to sell out products or services.	1 2 3 4 5	We have a clear sales process, and all salespeople maximise it.
We have no loyal customers.	1 2 3 4 5	We measure customer loyalty, and it is consistently improving.
We are not clear what our target market is.	1 2 3 4 5	Our target market is clear, and our marketing efforts attract them.
We struggle to improve our sales, conversion rates and lead generation.	1 2 3 4 5	At a minimum we measure lead generation, conversion rate, and average sale and strive to improve each one.
We often receive complaints relating to the treatment of our customers.	1 2 3 4 5	We have clear customer service standards and everyone who interacts with customers lives by those standards.
Our products and services are usually overpriced.	1 2 3 4 5	We sell on value, service and rarely sell on price.
We do not work on our business development.	1 2 3 4 5	Our business has future predictability because of our consistency in business development.
Our customer service department does the bare minimum to complete their responsibilities.	1 2 3 4 5	We are creative and fun in attracting and servicing our customers.
When my salary as the owner of the firm is taken out of the firm's figures, the firm breaks even or makes a loss.	1 2 3 4 5	The net profitability of our firm runs at over 40 percent. Every piece of client work has a budget of time allocated to it.
It has been over 12 months since our clients had a fee increase.	1 2 3 4 5	Every year we implement an annual fee increase for our clients.
We tend to act as order takers with our clients and see which of our firm's services they want to buy.	1 2 3 4 5	We rarely waste time on business development meetings with leads which are going nowhere.
Our firm's services are still sold on a service-by-service basis.	1 2 3 4 5	We have built two to four packages for our recurring services.
Even though we tell our clients about the advisory services we offer they rarely seem interested in buying them.	1 2 3 4 5	We find it easy to sign up clients to buy our advisory services which we sell as a solution to their problem.
The firm does not have a content plan and very rarely produces any content.	1 2 3 4 5	The firm has a content plan which is used to regularly produce and share content to help the firm's ideal client progress through their buying journey.