

**Measure Your Effectiveness  
and Free Your Business  
Potential  
Sales and Marketing Executives  
Victoria**



**Success *BIZ* Coach**  
BUSINESS DEVELOPMENT EXPERTS

# STRATEGIC PLANNING

1. We have company Vision, Mission, & Values statements that guide our planning and decision-making process.
2. We set and communicate thoughtful and measurable long-term, mid-term, short-term, and milestone goals to achieve our vision.

# MARKETING

1. We use specific marketing tactics for prospective, existing, and past customers.
2. We maintain a current marketing plan, including a calendar, budget, etc.

# SALES

1. Our questioning methodology discovers and quantifies the pains that our prospects want to eliminate and/or the pleasures they want to increase.
2. When my sales people say a sale will close, it always closes.

# CUSTOMER SERVICE

1. Our customer service always meets or exceeds our customers' expectations.
2. We quickly resolve customer dissatisfaction to the satisfaction of the customer.

# HUMAN RESOURCES

1. All employees read, understand and sign off on our policies and procedures as stated in our Employee Manual.
2. New hires are effectively trained in a systemized process and all staff members are provided with ongoing training/cross-training.

# BUSINESS SYSTEMS

1. As the owner of the business, I fully understand that my primary role is to ensure that the business is run by systems (step-by-step processes).
2. We regularly review our systems to ensure they are as efficient and effective as practical in delivering the desired outcome

# EXIT / SUCCESSION PLANNING

1. I have a clear picture of where my company will be five or ten years from now.
2. I have developed a strategic plan for my business that supports my exit or succession plan.



# FINANCIAL MANAGEMENT

1. We understand our financial statements and review them regularly.
2. All variable expenses (Costs of Goods Sold) are at their lowest point practical to ensure highest gross margin.

# LEADERSHIP

1. I am disciplined in overseeing the communication and execution of our strategic plan.
2. I believe that any failure in my business is directly related to my own leadership.

# PERSONAL EFFECTIVENESS

1. I set SMART goals (Specific, Measurable, Achievable, Results, Time) and pursue them daily.
2. I have a strong network of family and/or friends that I spend quality time with and enjoy regularly.

# FULL BUSINESS EFFECTIVENESS EVALUATION

- \$1,000
- Today **\$500**
- Plus money back guarantee

# In Closing...

- Questions?



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