Business Effectiveness Evaluation - Short Form



Professional Business Coaches Inc.

We have at least 10 active marketing strategies at all times Our marketing message addresses our target market and their interests DIRECTLY. 1				
MARKETING We have at least 10 active marketing strategies at all times Our marketing message addresses our target market and their interests DIRECTLY. 1 Our marketing message is consistent across all mediums that we use. 1 We track all initial contacts and how they heard about us to assess marketing strategies. 1 SALES We use scripts or a defined approach in all initial contacts with potential customers. 1 We have a proven, defined, and written sales system. Our sales staff has regular, formal training on both product knowledge and sales skills. 1 We use a system to track sales to determine trends, strengths, etc. 1 We consistently deliver on time, and when we are not on time, we notify the customer immediately. We do the "little things" to make our customer's experience unique, and are always looking for new ways to enhance their experience with us. 1 We use a simple is always consistent, and every contact with customers builds brand equity. 1 We utilize "Con-petition" and make partners of everyone we can to grow our business and theirs 1 All employees have a clear Job Description and are hired, trained and evaluated per this profile. 1 We provide an atmosphere where our employees love everyone we can to grow our business and theirs 1 All employees have a clear Job Description and are hired, trained and evaluated per this profile. 1 We have a deally "To De' system, and I update it and use it daily. We have leadlined all tasks in the business for a period of time, the business would continue to grow. 1 All employees have a clear Job Description and are hired, trained and evaluated per this profile. 1 We have a company the business for a period of time, the business would continue to grow. 1 All employees have a clear Job Description and are hired, trained and evaluated per this profile. 1 All employees have a clear Job Description and are hired, trained and evaluated per this profile. 1 All employees have a company description and are hired, trained and evaluated per this p				
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I am familiar with motivational models, and I employ motivational strategies that are effective.	10		1	
	10		1	
	Agree> Completely			PERSONAL AND WORK/LIFE BALANCE
I know what I want out of my life and I move towards it every day.	10	— (1-1111)-		
I take daily steps to maintain my mental, emotional, physical and spiritual health.	10			
I have a good balance of work, play and rest. I work hard and balance it with the proper rest and	10		'	
rejuvenation.	10		1	
I have a strong network of family and social connections who I spend time with and enjoy regularly.	10			
TOTAL				

RATING: 360=PERFECT 324=90% 288=80% 252=70% 216=60% 180=50%