

VICTORY FLIGHT PLAN FOR BUSINESS EFFECTIVENESS



Name: _____ Company: _____

The following assessment will help you rate your business in 10 key areas.
Read each statement and rate where your business stands by filling in your level agreement on a scale of 1 (not at all) to 10 (all the time)

ADMINISTRATIVE/OFFICE:		
1	We maintain a current database of clients and prospects.	
2	We use the most current technology to minimize inefficiencies within the office.	
3	We provide tools within the office to enhance internal/external communication.	
4	We file important documents immediately and maintain orderly records.	
5	Our company-wide communication is excellent.	
6	We are able to process systems quickly.	
7	Our office space is organized and functional.	
8	We have all the resources necessary to perform our roles.	
9	Our work areas are functional and eliminate the need to move around in other areas.	
10	Office supplies and tools are easy to locate.	
MARKETING:		
11	We have at least 10 marketing strategies at all times.	
12	Our marketing message addresses our target market and their interests DIRECTLY.	
13	Our marketing message is consistent across all mediums that we use.	
14	All of our marketing tells the prospect exactly what to do next in making contact with us.	
15	We know exactly what marketing medium brought the prospect into contact with us.	
16	Our marketing message is dramatically different from our competitors'.	
17	We are constantly looking for new ways to provide additional products/services.	
18	We know what marketing efforts yield the highest return on investment.	
19	We use strategies such as guarantees, service promises, or testimonials to enhance our message.	
20	We communicate with past clients on a regular basis to ensure they come back again and again.	
SALES:		
21	We use scripts in all of our initial contacts with prospects (phone, in person, internet, etc.).	
22	We measure all the variables of our sales process (conversion, repeat, sales cycle, etc.).	
23	We have a proven, defined, and written sales system.	
24	We provide our sales team with effective tools to help them convert prospects (demo, samples).	
25	We offer/provide regular, formal training on product knowledge and sales skills.	
26	We monitor and track the sales team's activities such as appointments, prospect lists, etc..	
27	We motivate our sales team effectively with motivational techniques and incentive plans.	
28	We follow up with prospects who didn't buy from us and find out why.	
29	We have regular sales meetings.	
30	Our sales team has a terrific relationship with all of the other departments.	
CUSTOMER SERVICE:		
31	The outside appearance of the business is current, orderly, and professional (bldg, sign, lots, etc.).	
32	The inside of the business is professional, neat , clean and comforting to the customers.	
33	Our employees are well-dressed, groomed properly and maintain a neat and professional appearance.	
34	We consistently deliver on time (and if not we notify the customer immediately).	
35	We consistently "under promise" and "over deliver."	
36	We quickly resolve customer dissatisfaction to the satisfaction of the customer.	
37	We do the "little things" to make our customer's experience unique and pleasurable.	
38	We survey our customers regularly to see how we are performing.	
39	We provide regular feedback to our customers on how we appreciate them.	
40	We constantly follow up on customer dissatisfaction issues to ensure better products/services.	

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HUMAN RESOURCES:

41	We are "slow to hire" and "quick to fire."	
42	We have an effective and formalized hiring system.	
43	Our new hires are effectively trained in a systematized process.	
44	All new employees read and understand our employee manual.	
45	Our employees are able to articulate our Mission and Vision.	
46	We provide timely feedback to employees on their performance (both formal and informal).	
47	We have regular staff meetings and we follow an agenda.	
48	We have written and detailed job descriptions with clear duties and lines of authority.	
49	We provide an atmosphere where our employees love coming to work.	
50	We offer opportunities for employee development, growth, and recognition.	

STRATEGIC PLANNING:

51	We have a written business plan and we update it regularly.	
52	I spend most of my time working ON the business (planning) rather than IN the business (tasks).	
53	We have a company Mission, Vision, and Culture that the employees are excited about.	
54	We provide opportunities for our employees to develop personally (speaking, leadership, etc.).	
55	We spend time learning through reading, classes, etc. to stay current in our industry.	
56	We set goals for years in advance to plan for the future.	
57	We continually improve our methods for delivering products/services.	
58	We define clear strategies to achieve our objectives.	
59	If I was absent from the business for six months, the business would continue to grow.	
60	We spend time grooming our employees and leveraging their strengths.	

FINANCE AND ACCOUNTING:

61	We understand our financial statements and they are current.	
62	We review our financial statements at least on a monthly basis.	
63	Our cash flow is good and easily meets the demands of the business.	
64	We meet with our accountant at least quarterly.	
65	We maintain good banking relationships and receive great value for the lowest cost possible.	
66	We review company liquidity, leverage, efficiency, and profitability ratios on a regular basis.	
67	We use the best accounting software for our industry.	
68	We measure gross profit by job/product line, etc..	
69	We prepare budgets and adhere to them.	
70	All fixed costs of operating the business are at a minimum.	

OPERATIONS AND SYSTEMS:

71	We maintain an updated organizational chart outlining the functions performed.	
72	All business systems have been flow-charted.	
73	We have a complete operations manual with procedures that are documented and up-to-date.	
74	All of the software we use is compatible, and no duplication of tasks is necessary.	
75	We have identified all tasks in the business that could be handled routinely by systems.	
76	All routines are followed, and we hold exceptions accountable	
77	Our system is as simple as possible.	
78	I am able to work whenever I want, and do not worry about the business when I'm out.	
79	I spend most of my time improving my business system – not doing everyday tasks.	
80	We continually evaluate the need for 'old' systems and eliminate unnecessary tasks.	

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LEADERSHIP:		
81	I prioritize my activities daily and focus on the most important tasks.	
82	I structure my time so that I'm working on proactive activities within the business.	
83	I take calculated risks and I'm confident in exploring new activities.	
84	I set goals and review them daily.	
85	I understand human behavior modalities and I adapt my behavior to the person I'm speaking with.	
86	I am able to inspire my employees while holding them accountable to their job functions.	
87	I provide recognition and positive feedback immediately after my employees do a good job.	
88	I am an excellent communicator with my staff.	
89	I make employees feel that they are a part of the team and collect their input regularly.	
90	I am clear with my expectations.	
PERSONAL AND WORK LIFE BALANCE:		
91	I know what I want out of my life and I move towards it every day.	
92	I hardly ever engage in negative self-talk.	
93	I exercise regularly.	
94	I have a hobby that I enjoy, and I'm active in it.	
95	I spend plenty of quality time with my family.	
96	I have friends that I enjoy socializing with, and I do it often.	
97	My personal finances, retirement plans, and insurance and death planning are excellent.	
98	I never have trouble sleeping.	
99	I am proud of myself.	
100	I am involved in my community (volunteering, church, etc.).	
TOTAL		

SCORING AND ACTION STEPS:

1. Add up all your points. The total amount of points possible is 1000.
2. Take a look at those areas that you are strongest in. Is there anything you can do to leverage those and make them even stronger?
3. Take a look at those areas of need. Are they necessary for your business success? What resources and supports can you utilize to being improving your score?

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