

**Business Growth Questionnaire**

Date: / /

Company name:..... Email:.....

Name:..... Mobile:.....

This questionnaire will provide a snapshot of aims and desires to determine goals for your business.

The main product you produce please list....

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Prioritize other products by number

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Number of employees ☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 21-25 ☐ 26-30 ☐ 31 - overNo. employees using computers daily ? ☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 21-25 ☐ 26-30

Other?

How many years have you been in business ? ☐ 1-5 ☐ 6-10 ☐ 11-15 ☐ 16-20 ☐ 21-25 ☐ 26-30

Other?

.....
.....



Comment on or rate on your business growth potential

Comment.....

Growth potential ☐ 100% Excellent ☐ 50% Average ☐ 25% Fair ☐ 0% Poor

What % of gross sales do you allocate to advertising ☐ Less than 1% ☐ Up to 2% ☐ Nominate%

What is the average number of sale calls made each week ? ☐ 1 ☐ 5 ☐ 8 ☐ 10 ☐ 15

More.....

What is the average order ? \$.....



Who is responsible for estimating ? ☐ Owner ☐ Estimator ☐ Sales Person ☐ Other

Who is responsible for sales? ☐ Owner ☐ Estimator ☐ Sales Person ☐ Other

Nominate by % amount spent on advertising per category

☐ Advertising ☐ Web site ☐ eMail Marketing ☐ Vehicle signage ☐ Building signage
☐ Exhibitions ☐ Open days ☐ Direct Mail ☐ Magazine/Newspaper

Other (please describe).....

What is the average no. of estimates you create each week ☐ 1 ☐ 5 ☐ 8 ☐ 10 ☐ 15 ☐ More

What is the average no. of orders you create each week ☐ 1 ☐ 5 ☐ 8 ☐ 10 ☐ 15 ☐ More

How long does it take to issue an estimate to your customer?

☐ Within 1 hr ☐ By end of day ☐ Within 24 hrs ☐ Within 48 hrs ☐ Within 72 hrs
☐ Longer ☐ If so how long.....

How long does it take to re-price and get new estimate to customer

☐ Within 1 hr ☐ By end of day ☐ Within 24 hrs ☐ Within 48 hrs ☐ Within 72 hrs
☐ Longer ☐ If so how long.....

How many times each week do your sales people miss the chance to sell extras and or get extra revenue?

☐ Almost every time ☐ 75% ☐ 50% ☐ Rarely- please explain.....

What % value would you guess it is worth to win 10% or more of the jobs you estimate each week?.....

How much time between order to writing up the job?

What is the average minutes taken to write up a job?

Time from order to job reaching factory floor.....

Who is responsible for writing up job sheets? ☐ Business owner ☐ Estimator ☐ Sales person ☐ Other

How many re orders do you get each week? ☐ 1 ☐ 5 ☐ 10 ☐ 15 ☐ More

When re order arrive how long does it take to find prior order?

☐ Under 1 minute ☐ 5 minutes ☐ 1 hour ☐ 2 hours ☐ 3 hours

How many calls from customers checking status of jobs do you receive each week?

☐ 1 ☐ 5 ☐ 10 ☐ 15 ☐ More

How long does it take to check status of jobs ? ☐ Under 1 minute ☐ 5 minutes ☐ 1 hour ☐ 2 hours

How long does it take to list all jobs in production and set priorities WIP ?

☐ Under 1 minute ☐ 5 minutes ☐ 1 hour ☐ 2 hours ☐ 3 hours

How do you create a list of individual staff priorities?.....

How much time is spent re writing information each week ? Sales request, creating estimates, job orders etc
.....

How many times each week do production personnel have to contact customer or sales person for more information on job due to lack of information on job sheet ?

☐ Once ☐ Twice ☐ About 5 ☐ Many times ☐ Too many to count

Other.....



Goal setting – what are your goals for

12 months
.....

24 months
.....

36 months
.....

Comments.....
.....
.....



What are the top 3 issues in your business

Issue No. 1

.....
.....

Issue No. 2

.....
.....

Issue No. 3

.....
.....

Comments.....

.....
.....



Describe the following points of your business

Strengths

1.....
2.....
3.....

Weakness

1.....
2.....
3.....

Opportunities

1.....
2.....
3.....

Threats

1.....
2.....
3.....



Describe your biggest disaster.....

.....

.....

.....



Describe your greatest Achievement.....

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Any other comments.....

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How can we help?.....

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Call us on 1300 546 276 or email me now john@controlzone.com.au