

Small Business Skills Assessment

Assign the number that represents the most accurate description of you and your small business for each of the statements in the sections below. Be completely honest in all your answers. Total your numbers at the end of each section and multiply the total times four to calculate a percentage score.

STRATEGY: Getting the Right Things Right

Assign the number that represents the most accurate description of you and your small business in each of the statements below.

5 - Almost Always | 4 - Frequently | 3 - Sometimes | 2 - Rarely | 1 - Almost Never

___ We have a clear, well-defined focus for our business that's the driving force for everything we do.

___ We set measurable goals each year with specific steps of action that we follow to completion so the strategy we have for our business actually gets done.

___ In any given 3-month time frame all of our employees could tell you the top priority we are aiming to achieve in that quarter.

___ I have a reasonable plan for each week that allows me to fulfill my highest priorities both personally and professionally.

___ I work less than 45 hours a week in my business.

TOTAL: _____

Multiply your TOTAL times four to calculate a percentage score for this skill: _____%

PEOPLE: Hiring and Keeping the Best

Assign the number that represents the most accurate description of you and your small business in each of the statements below.

5 - Almost Always | 4 - Frequently | 3 - Sometimes | 2 - Rarely | 1 - Almost Never

___ When we hire for an open position, we do so from a large pool of candidates interviewing the top candidates from that pool.

___ We have a comprehensive onboarding plan for every new hire so he or she rapidly becomes a productive part of the company.

___ Every employee has a complete, up-to-date job description for the work they do in our company.

___ Each year our employees set measurable targets they will be held accountable for achieving in that year on the job.

___ I openly praise people and reward them when a job has been done well.

TOTAL: _____

Multiply your TOTAL times four to calculate a percentage score for this skill: _____%

MONEY: Becoming Financially Intelligent

Assign the number that represents the most accurate description of you and your small business in each of the statements below.

5 - Almost Always | 4 - Frequently | 3 - Sometimes | 2 - Rarely | 1 - Almost Never

___ I know exactly how much revenue my small business generates in any given month.

___ I know exactly what it costs to generate revenue in my business and can express that cost as a percentage of sales.

___ I know the net profit my business generates each quarter and can express that as a percentage of sales.

___ I know the cash position of my company for the next 12 months.

___ I know the critical number that drives the financial health of our company and know our performance against that number on a weekly, if not daily, basis.

TOTAL: _____

Multiply your TOTAL times four to calculate a percentage score for this skill: _____%

MARKETING: Connecting with Your Core Customer

Assign the number that represents the most accurate description of you and your small business in each of the statements below.

5 - Almost Always | 4 - Frequently | 3 - Sometimes | 2 - Rarely | 1 - Almost Never

___ We have a clear, concise definition of our core customer that targets all our marketing.

___ We know the emotionally compelling benefit our product or service delivers to our core customer and it's central to all our marketing efforts.

___ Our business name, logo, and tag line all communicate our emotionally compelling benefit to our core customer in a memorable way.

___ Every touchpoint in our business reinforces our emotionally compelling benefit with our core customer.

___ We have a written marketing plan that generates sales leads for our company in a predictable manner.

TOTAL: _____

Multiply your TOTAL times four to calculate a percentage score for this skill: _____%

SALES: Executing Your Process Flawlessly

Assign the number that represents the most accurate description of you and your small business in each of the statements below.

5 - Almost Always | 4 - Frequently | 3 - Sometimes | 2 - Rarely | 1 - Almost Never

___ We have identified the decision makers who are the best fit for our products and services and have a plan to reach them.

___ We have identified each of the steps that must be taken in our company's sales process, from new contact to satisfied customer, and follow them consistently.

___ We have a set of best practices for each step in our sales process that are executed in every interaction with a prospect

___ All of the prospects in our company's sales process are carefully tracked with special attention given to the next steps that need to be taken with them.

___ We can accurately forecast sales income for the next 30, 60, and 90 days.

TOTAL: _____

Multiply your TOTAL times four to calculate a percentage score for this skill: _____%

The Small Business Skills Assessment, is a proprietary tool designed by Summit Small Business. Summit Small Business specializes in helping independent business owners master the skills essential for the growth of their company: strategy, people, money, marketing, and sales.

For more information on how you can master these business building skills contact:

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