

**Month:**

**Key Questions**



**Your Financial Position**

- How much did you invoice/take last month
- What is your current cash flow position
- How are you with debtors
- How are you with creditors (suppliers)
- What's your position/relationship with the bank

**Work In Progress**

- Have you sufficient levels of current orders etc
- Is tomorrows order book being filled
- How much more business could you handle (%)
- How are relations with your key suppliers

**Lead Generation (Non Customers)**

- How many current marketing strategies are running
- What % of your turnover are you reinvesting in marketing
- What new or additional marketing did you run
- How many leads were generated
- What strategy is working best - ROI/volume of leads

**Sales**

- What is your current conversion rate - Non Customers
- What is your current conversion rate - Customers
- How many new customers started last month
- What new sales tools/training have you introduced

**Customers**

- What communication went out to them
- How many customers purchased last month
- What percentage of your customers purchased
- How would you know if there was a problem
- Any complaints or delivery issues
- Did any customers provide you with referrals

**Profit**

- Will current orders bring in enough profit (Breakeven+)
- Will you hit your profit level goals
- Have your profit margins grown

**Team**

- Are the team running well
- How could they be better
- Are you making a profit individually/collectively
- Have you completed any performance reviews
- Are there any issues current of pending
- Are all your business needs being met

**Other**

- Is there anything else that will have an impact on your success levels current or pending