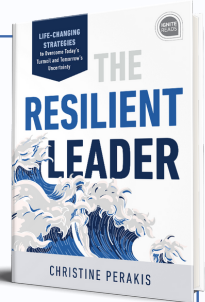


Mini-Audit Assessment Questions for 45 Minute Turnaround



How is your product/service offering different from your competitors? What is your USP?

What marketing materials do you have to promote your business?

What marketing mediums do you use and how much do you spend?

Would you describe these marketing mediums as effective in reaching your core target market?

Do you have a website?

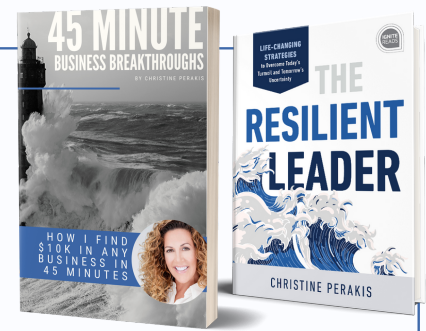
Yes No

If yes, what is the overall objective with your web site?

How does your website compare to your major competitors' sites?

Do you analyze your website traffic?

Yes No



Mini-Audit Assessment Questions for 45 Minute Turnaround

How many clients are in your database?

Do you record every inquiry on your database even if it is not a sale?

Yes No

What are the three biggest challenges/obstacles you are currently dealing with in your business?

1.
2.
3.

What do you want your business to look like in 12 months?

What is your projected growth rate for the next 12 months?

What is the most profitable aspect of your business?

What is the least profitable aspect of your business?



Mini-Audit Assessment Questions for 45 Minute Turnaround

What is your average sales value per transaction?

What is the lifetime value of your customer?

What is your Average Gross Profit % per transaction?

How many inquiries do you get per day / week / month?

Of the inquiries, how many sales do you convert per day / week / month?

Please describe your sales process.

Do you up sell or cross sell to your clients?

Yes No

Do you down sell to your clients?

Yes No