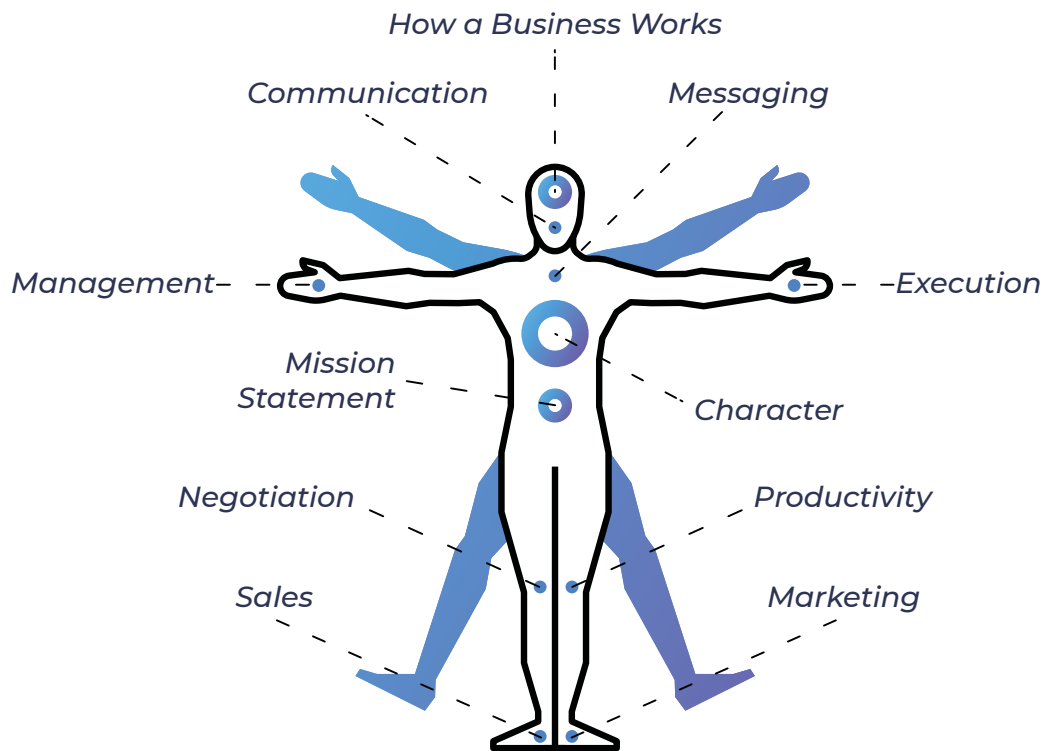


The Business MRI



How Healthy Is Your Business?

A 20-minute test to determine the fitness level of your business



When all the parts of your business are healthy and work together, they fuel profitable, sustainable growth. A healthy business also creates a work environment where everyone is engaged and thriving.

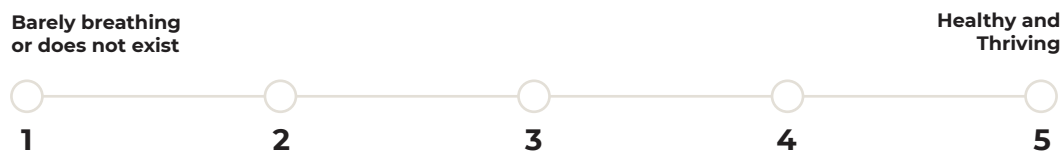
Just like a human body, a business needs all its parts to work together. When marketing is weak, sales have to overcompensate. Likewise, when your mission isn't clear, it's as though you're operating with a confused mind.

By taking this assessment you will quickly identify the parts of your business that need immediate attention. When you give those parts of your business the attention they need, you get much better results.

To get started:

- Complete the assessment
- Review your results with a Business Made Simple Certified Coach
- Work with your coach to master the skills you need to improve key areas of your business

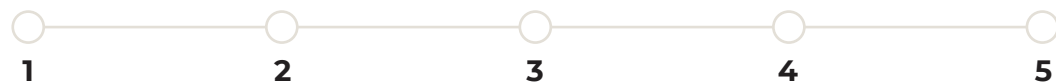
Read each statement and choose the rating that best describes the current state of your business.



Leadership: Mission Statement and Guiding Principles

Are you and your team members on a mission?

You have an inspirational mission statement that everyone on the team has memorized and talks about regularly.



The entire team works together to operate in the same direction, with the same cadence so that you are consistently aligned and get traction on new projects quickly.



Your employees clearly understand their role, what they're working towards, and how they are specifically helping the company to get there.



People want to work for or with your company because your story is important — you have an excellent employee and customer retention rate.



You feel connected to the “why” of your work. Your company mission reads like a counter attack against an injustice in the world.



Personal Productivity

Are you and your team members able to get more done in less time?

You (and even your team members) have a clearly defined life plan that keeps you focused, in control, and reminds you what your life is all about.



You have a goal setting framework and process that helps you organize your time and resources.



You (and your team) have a daily planner tool and routines that allow you to prioritize and manage your daily tasks so you get more done.

1 2 3 4 5

You have a clear understanding of what tasks are primary and what tasks should be considered secondary. You know what to say “yes” to and what opportunities to reject.

1 2 3 4 5

Messaging

Is your company message (story) clear and compelling?

The message we are communicating is helping customers to understand how we can help them survive and thrive.

1 2 3 4 5

Your customers can easily name the main problem your company solves.

1 2 3 4 5

Potential customers easily understand what steps they need to take to start doing business with you.

1 2 3 4 5

When people ask “what do you do?” you can respond with 1-2 clear sentences. It’s not complicated or confusing for someone to easily understand.



Marketing

Are you running a sales funnel that builds trust with customers and brings in revenue?

We have a sales funnel that builds a relationship with the customer and the results exceed our expectations.



We have a robust customer database and a well-defined process to move our customers through the sales cycle.



We utilize a process that positions our company or brand as a trusted guide and advisor to the customer — the customer is always the hero.



We invite our customers into a consistent story in all our marketing collateral (website, email marketing, lead generators, social media, etc.)



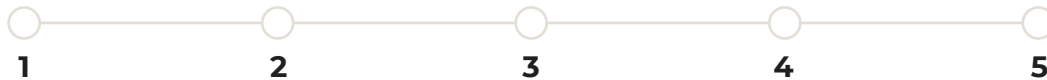
Communication

Are you and your team able to communicate clearly about your objectives or is everybody suffering through boring, data-heavy presentations?

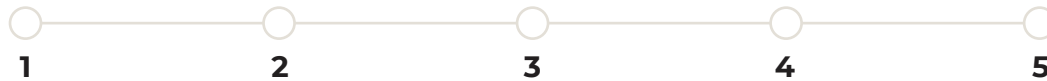
You have a communication campaign with clear, measurable objectives.



Your communication campaign (i.e. speeches, videos, emails, social media posts, and press releases) has a unified and repeated message that engages the audience.



You have a proven checklist of communication collateral to create important objectives including speeches, videos, emails, social media posts, and press releases that get noticed and get results.



You have a formula to communicate very complicated ideas so that you are fully understood by others, engage an audience, and inspire people to take action.



Negotiation

Can you and your team members negotiate well on behalf of the company?

When entering into a negotiation, whether with a vendor, customer, or competitor, do you and your team members use a structured negotiation framework?

1 2 3 4 5

Do you and your team members always make the opening offer?

1 2 3 4 5

When negotiating, how often do you consider non-monetary incentives that might make the deal more attractive?

1 2 3 4 5

Can you and your team members name the two types of negotiation and are you able to identify which one you are in at any given time?

1 2 3 4 5

Sales

Are you running a proven sales system that increases your close ratio?

Do you have a dedicated salesperson or sales team?

1 **2** **3** **4** **5**

Do your sales representatives know what questions to ask leads to assess which leads are most qualified to make a purchase?

1 **2** **3** **4** **5**

Do you currently have a pipeline of leads you are carefully measuring as they evolve toward making a purchase commitment?

1 **2** **3** **4** **5**

Do your sales representatives follow a proven framework that makes the customer the hero of their own story?

1 **2** **3** **4** **5**

Management and Execution

Are you running a series of meetings and using scorecards and worksheets so your team is executing at the highest level?

Are you holding weekly staff meetings in which your entire team is reminded of the mission?

1 **2** **3** **4** **5**

Does each team member know what their most important repeatable tasks are to insure the achievement of the mission?

1 **2** **3** **4** **5**

Is the compensation package you offer each team member tied to the accomplishment of their primary objectives and tasks?

1 **2** **3** **4** **5**

Do you conduct daily standup meetings that keep your team on track and moving forward?

1 **2** **3** **4** **5**