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# Questions For Business Growth

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## **YOUR PROFIT**

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### **What is your current financial state?**

1. a) Is your company structured for profit? b) On a scale of 1 - 10 (10 is high) how would you rate your satisfaction level with your current profits?

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2. Currently, what are your most significant financial challenges?

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3. What are you current profit centers? Which of them are most profitable to you?

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4. What are your monthly fixed costs?

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5. What is your break-even level?

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6. How much do your sales vary month-to-month?

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7. How consistent were this year's profits with the norm over the past few years?

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8. How long does it take (on average) from the start of an engagement to its completion? To what extent does this vary?

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9. Do you have a system in place for monitoring your finances on a daily and weekly basis to provide you with meaningful information. If so, are there ways that this system might be improved? How, specifically?

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10. To what extent have you analyzed your current profitability a) by customer, b) by product or service, c) by department, d) by geographic location/region, e) other?

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11. What are your best lead sources for your most profitable customers?

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12. Are you clear about what causes changes to your profits? What, specifically, causes these changes?

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13. What are the three most significant threats or concerns you face with regard to your profits?

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14. Which strategies do you use to overcome these concerns and meet your goals?

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15. Are you able to identify specifically where your future profitability lies? If so, where?

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16. How might your fixed costs change in future periods of growth?

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17. Please identify your top potential opportunities for profit this year.

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18. How will you assess, protect, and maximize your profit as you grow?

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19. To what extent do you have a plan in place to grow your revenues and to effectively manage costs?

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20. What are your top three priorities for managing or improving profits as you grow?

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**Notes/Insights:**

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