

Vital Signs: Marketing

Completely
Disagree

Completely
Agree

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|-----|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. | The company has found a niche for its product and no longer competes on price | <input type="radio"/> |
| 2. | Everyone is aware of the lifetime value of our clients and that value is increasing continuously | <input type="radio"/> |
| 3. | We continuously track our leads, our client conversion rate, and the number of transactions per client | <input type="radio"/> |
| 4. | We only advertise when we can test and measure the results | <input type="radio"/> |
| 5. | We constantly educate our clients on the benefits of our products and services | <input type="radio"/> |
| 6. | Every member of our team knows and understands our unique selling proposition | <input type="radio"/> |
| 7. | Every member of our team is a walking, talking advertisement for the company | <input type="radio"/> |
| 8. | We have an agency do any creative work for our ads and insist on ownership of that work | <input type="radio"/> |
| 9. | We always educate on value and never market on price | <input type="radio"/> |
| 10. | We survey people who do not buy our products to improve our product of service | <input type="radio"/> |

Vital Signs: Teamwork

Completely
Disagree

Completely
Agree

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|----|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. | Every member of the team is operating at their full potential | <input type="radio"/> |
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|-----|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 2. | The company provides and engages in ongoing team training | <input type="radio"/> |
| 3. | There is synergy among all the members of our team | <input type="radio"/> |
| 4. | People are listened to and are encouraged to speak up and make recommendations | <input type="radio"/> |
| 5. | The team always remains positive and does not tolerate negativism among its members | <input type="radio"/> |
| 6. | The team sees change as positive and is always ready for challenges | <input type="radio"/> |
| 7. | Team members are accountable and never make excuses for performance | <input type="radio"/> |
| 8. | Reporting systems are in place and adhered to | <input type="radio"/> |
| 9. | Deadlines are taken seriously and are managed by the team leaders | <input type="radio"/> |
| 10. | Every member of the team enjoys their work | <input type="radio"/> |
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Vital Signs: Strategy

- | | | Completely Disagree | | | Completely Agree | |
|----|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. | The company has a formal written business plan that sets out its strategic objectives | <input type="radio"/> |
| 2. | The company's business plan is being used, tested and measured and updated quarterly | <input type="radio"/> |
| 3. | Regular planning sessions are conducted with staff and management | <input type="radio"/> |
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| 4. | The company has its finger on the pulse of the market at all times | <input type="radio"/> |
| 5. | The company is moving in a clear direction and every strategic decision supports that direction | <input type="radio"/> |
| 6. | The company has the cash flow to achieve its objectives | <input type="radio"/> |
| 7. | The company has a very good knowledge of its competition and their practices | <input type="radio"/> |
| 8. | No one area of the company is dependent on a single supplier | <input type="radio"/> |
| 9.. | The company has the right allies to support the organization | <input type="radio"/> |
| 10. | The company for the most part is going in the direction you intended it to go from its inception | <input type="radio"/> |

Vital Signs: Cashflow

Completely
Disagree

Completely
Agree

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|----|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. | The company has an annual budget in writing from which to work | <input type="radio"/> |
| 2. | Budgeting processes are clearly defined and adhered to | <input type="radio"/> |
| 3. | Financial statements are done monthly, at the very minimum | <input type="radio"/> |
| 4. | The accounting department is properly staffed and run to my satisfaction | <input type="radio"/> |
| 5. | Loan payments are current and in line with the agreements | <input type="radio"/> |

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| 6. | Suppliers and Service Providers' invoices are routinely paid on time | <input type="radio"/> |
| 7. | Inventories are monitored to ensure maximum turnover and minimal financial outlay | <input type="radio"/> |
| 8. | Terms are negotiated with all suppliers including early payments discounts | <input type="radio"/> |
| 9. | All budgeting is done from an optimistic perspective | <input type="radio"/> |
| 10. | Budgeting is always reflected upon prior to conclusion and seldom if ever redone | <input type="radio"/> |

Vital Signs: Productivity

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|----|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. | Operations are, for the most part, fully computerized | <input type="radio"/> |
| 2. | Designated people are responsible for the day to day operating decisions | <input type="radio"/> |
| 3. | Staff does complete work, nothing is redone or substandard | <input type="radio"/> |
| 4. | Staff communication is good and duplication of work does not occur | <input type="radio"/> |
| 5. | The company is driven by both quality and profit, and both are measured regularly | <input type="radio"/> |
| 6. | Every meeting accomplishes some specific objective or outcome | <input type="radio"/> |
| 7. | Individual staff tasks are rated by level of urgency and importance | <input type="radio"/> |

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8. Meetings between staff are scheduled in advance and spur of the moment encounters are avoided
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9. Staff have the opportunity to openly communicate about obstacles to their production
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10. The staff have the environment, equipment and the training they need to double their productivity
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