

# Essential Business Questions



What is our “value proposition” and how well does it match our customers “value equation”?

What are the promises you make to your customers?

Do we have a sustainable competitive advantage over a) existing competitors and b) new entrants?

Have we got an up to date business plan and budget?

What are the first impressions people encounter in your business?

How do your people treat each other?

How would you like them to treat each other?



Do we have a recognizable and meaningful brand?

How can the customer experience more accurately reflect your brand promises?

Do we really know what our customers think of us?

When was the last time we turned a new customer into an active referrer?

How many major changes have we made to the business in the last 12 months?

Can we tell quickly and easily how we compare to last month, last year or industry benchmarks?

How many really effective marketing activities have we done recently and how effective were they?



Is it clear who everyone reports to and what everyone's job is?

Do our staff simply follow or do they initiate?

If you would like to discuss your thoughts with us, please complete your details below and email the form back to Ideology Consulting.

All information sent to use will be treated in the strictest confidence. We will contact you on the details below so please make sure they are confidential from your end.

**Your Name:**

**Your Address:**

**Your Business Name:**

**Your Phone:**

**Your Email:**