



Tough Questions Regarding Your Existing Model- Module 2?

QUESTIONS

- 1. Do you rank the importance of a customer by sales alone? Is it possible that another metric might work better?**

- 2. Can you profile your ideal customer based on all the concepts laid out in BMS #5- Quality Customers? Can you create 5 actual target customers that meet these criteria? Can all your salespeople and customer service team identify the 5 “must have” customers”?**

- 3. What is the current “parade” you are marching in? Name 3-5 upcoming parades? Which one of these parades should you “get in front of”?**

- 4. What is your exit plan? It is not alright to say, “I am not selling for 15 years so I don’t need one.” Your plan in that case is to build the business by doing X and creating a more valuable company to sell. How fills your shoes? Is it possible to fill your shoes? What systems need to be created to make it easier for your shoes to be filled?**

- 5. List the 3 biggest pitfalls in your business? List the 3 biggest potential pitfalls in your business and their likelihood of occurring? Anything you can do to mitigate?**