



Business Health Check

The Altavista Chamber, in partnership with the Small Business Development Center, is providing you this Business Health Check to help you assess the major areas of your business. Should you desire a free, confidential, follow-up meeting with a business consultant from the SBDC, please call them directly at:

434-832-7824, SBDC



Business Health Check

Sales

- Do all employees focus on delighting the customer ? **Yes** **No**
- Employees regularly upgrade selling skills **Yes** **No**
- Do you track client retention and understand that it is more expensive to capture a new customer than to keep a current one? **Yes** **No**
- Does your sales volume increase on a regular basis? **Yes** **No**
- Do you have an “elevator speech” that is consistently used to promote your business? **Yes** **No**

Marketing

- We have recently offered a new product or service ? **Yes** **No**
- Our target market (s) is clearly defined ? **Yes** **No**
- We have an online presence including being locatable on Google Maps? **Yes** **No**
- Our investment in marketing dollars has remained constant? **Yes** **No**
- We review pricing and margin by product and/or service offered periodically for sales and profit impact? **Yes** **No**
- There is an organized method to reassess our marketing strategy? **Yes** **No**

Budgeting, Finance & Cash Flow

- Do you have and review monthly profit and loss, cash flow and balance sheet statements? **Yes** **No**
- Customers are billed as soon as possible? **Yes** **No**
- Priorities for collections & payables are set ? **Yes** **No**
- After taxes are covered, do you prioritize who to pay first; bank, landlord, etc. and keep key stakeholders informed as to business condition and cash position? **Yes** **No**

Profitability

- All team members understand how they directly effect profitability? **Yes** **No**
- We review financial statements regularly and base management decisions and actions on them? **Yes** **No**

E-Commerce

- Website is kept current ? **Yes** **No**
- Have an effective use and presence through social media? **Yes** **No**
- Customers can find us online? **Yes** **No**

Don't let your business flat-line. Call us to get your prescription via no charge, one-on-one confidential assistance. Call the SBDC today at 434-832-7824.