

## Top 12 Business Questions

1. **What business are you in?**
  - Defined in terms of what you deliver
  - Define your brand
2. **What products / services do you provide?**
3. **Who are your customers / markets? What is your market share?**
  - By product
  - By service
  - By profitability
4. **How are your products / services priced in relation to competitive offerings?**
  - By product
  - By service
  - By client / market
5. **What is your value position? And is it quantifiable?**
  - By product
  - By service
  - By client / market
6. **How do you define your competitive differentiation?**
  - By product
  - By service
  - By client / market
7. **What percent of the business you quote do you win?**
  - By product
  - By service
  - By client / market

**8. When you win business, why do you win?**

- Price?
- Product / service?
- Relationship?
- Sales skills?
- Image?
- Other?

**9. When you lose business, why do you lose?**

- Price?
- Product / Service?
- Relationship?
- Sales skills?
- Image?
- Other?

**10. Do you know your profitability in %?**

- By product
- By service
- By client / market

**11. Where will your business be in three years?**

- Projected status of current products / services / markets
  
- Projected status of your competition
  
- Planned new products / services / markets
  
- Planned modifications to value position

**12. If you could fix three things today, what would they be?**

- \_\_\_\_\_
  
- \_\_\_\_\_
  
- \_\_\_\_\_

**NOTES:**