

## Business Development Assessment

We want to learn as much as we can about you. So please complete the survey below before our first consultation. Don't worry if you can't answer every question; we can help.

**Do you have a *Business Development Strategic Plan* for your company?**

- Yes
- No
- I need help

**Briefly describe your challenge with growing your business?**

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**When do you anticipate implementing any new business development initiatives?**

- Within 6 Months
- Within 1 Year
- Other (please specify)

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**Prioritize these specific areas of your Business Development:**

**Lead Generation**

- Low Priority       Mid Priority       High Priority

**Account Development**

- Low Priority       Mid Priority       High Priority

**Sales Skills**

- Low Priority       Mid Priority       High Priority



**Customer Support Skills**

- Low Priority     Mid Priority     High Priority

**Other (please specify)**

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**What is the strength of your sales pipeline?**

- Very Strong  
 Strong  
 Not Strong  
 Weak  
 Other (please specify)

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**Name your top 2 strongest competitors:**

- 1) \_\_\_\_\_  
2) \_\_\_\_\_

**How do you compare with your strongest competitors regarding price, quality, and service?**

- 1) Price  
\_\_\_\_\_  
2) Quality  
\_\_\_\_\_  
3) Value  
\_\_\_\_\_

**Understanding who your competitors are and how you are distinguished from them is critical. What do you believe is your most significant competitive advantage?**

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**What do you believe are the three greatest strengths of your business?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**What do you believe are the three greatest areas of opportunity for your business?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**Have you identified your target market?**

- Yes
- No
- I need help

**Contact Information:**

Name:

Email:

Business URL:

Phone Number:

**Anything else you want to share with us?**

**Ready for your next steps?**

Upload your completed assessment to “upload documents here” on our client portal or email directly to [shawn.wilson@bizadvisory.com](mailto:shawn.wilson@bizadvisory.com), and we will be in touch with you shortly.

You have now taken the first step towards achieving your goals!