

INDIVIDUAL BUSINESS ASSESSMENT

How accurately do the following statements describe you?

1 being the lowest level of accuracy and 10 the highest.

				IVII	nase	t/ IVIO	ney			
1. I see	my job	as a car	eer, not	a short	term fir	nancial fi	х.			
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	O 7	8	9	O 10
2. I maii	ntain hi	gh ener	gy and a	am highl	y motiv	ated.				
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
3. I have	e a finar	ncial pla	n in plac	ce (weal	th creat	ion).				
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
4. I am	aligned	with my	, goals a	and knov	w how t	o execu	te on th	em.		
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	<u> </u>	8	9	O 10
5. I have	e a "car	do" at	titude.							
	<u> </u>	<u> </u>	3	4	<u> </u>	6	○ 7	8	9	O 10
6. My at	ttitude i any mis	•	ve and I	am a de	emonstr	ation of	my core	e values	and my	,
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	<u> </u>	8	9	O 10



		n and go	above	and bey	ond in r	ny effor	ts		
<u> </u>	<u> </u>	3	<u> </u>	<u> </u>	6	○ 7	8	9	O 10
				ting bus	iness op	portuni	ties and	l	
O 1	<u> </u>	3	4	<u> </u>	6	7	8	9	O 10
•				display	confide	nce in s	electing		
O 1	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
embrace t	he sales	culture).						
<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
am efficie	nt in ma	naging	my time	and pri	oritizing	tasks.			
O 1	<u> </u>	3	<u> </u>	<u> </u>	6	7	8	9	O 10
m able to	eliminat	e distra	ctions a	nd stay	focused	on the	tasks.		
<u> </u>	2	3	O 4	<u> </u>	6	7	8	9	O 10
am more f	ocused	on resu	lts than	efforts.					
<u> </u>	<u> </u>	3	4	<u> </u>	6	7	8	9	O 10
	am more formation of the service clips of the servi	service clients. 1 2 In creative when in way I service my 1 2 Dossess problem-solutions for the sales of t	service clients. 1 2 3 In creative when it comes way I service my custom 1 2 3 In cossess problem-solving slow oducts/solutions for my classes problem-solving slow oducts/solutions for my classes and efficient in managing 1 2 3 In able to eliminate distration of the company of the com	service clients. 1 2 3 4 In creative when it comes to create way I service my customers. 1 2 3 4 In creative when it comes to create way I service my customers. 1 2 3 4 In cossess problem-solving skills and oducts/solutions for my clients. 1 2 3 4 In a method of the company time of the company tim	service clients. \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\)	service clients. \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\)	service clients. \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\)	1 2 3 4 5 6 7 8 concreative when it comes to creating business opportunities and a way I service my customers. 1 2 3 4 5 6 7 8 consess problem-solving skills and display confidence in selecting oducts/solutions for my clients. 1 2 3 4 5 6 7 8 consess problem-solving skills and display confidence in selecting oducts/solutions for my clients. 1 2 3 4 5 6 7 8 consense the sales culture. 1 2 3 4 5 6 7 8 consense the sales culture and prioritizing tasks. 1 2 3 4 5 6 7 8 consense the sales culture and prioritizing tasks. 1 2 3 4 5 6 7 8 consense the sales culture and prioritizing tasks. 1 2 3 4 5 6 7 8 consense the sales culture and prioritizing tasks. 1 2 3 4 5 6 7 8 consense the sales culture and prioritizing tasks.	service clients. \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\) \(\)



How accurately do the following statements describe you?

1 being the lowest level of accuracy and 10 the highest.

T. V.			
1141	2 1	ket	
		$N \subset L$	
			_

				Mark	eting				
le and/or	my busi	ness are	e well kn	own in t	the spac	e.			
<u> </u>	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	O 9	O 10
	-			_				sion	
<u> </u>	<u> </u>	3	<u> </u>	<u> </u>	6	7	8	9	O 10
have a hea	avy focu	s on pro	omotion	•					
<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
lajority of	my leac	ls (busir	ness) cor	me from	digital _l	promoti	on.		
<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
know how	to crea	te relev	ant cont	tent for	promoti	ion.			
<u> </u>	<u> </u>	3	○ 4	<u> </u>	6	7	8	9	O 10
				•		_	what pr	oduct/	
<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
	have a cle tatement, 1 have a hea 1 have a hea 1 have a hea 1 have a hea 1 have an end	1 2 have a clearly estatement, core valued a heavy focus 1 2 have a heavy focus 1 2 hajority of my lead 1 2 know how to created 1 2 have an efficient respectively.	1 2 3 have a clearly established ratement, core values, tag 1 2 3 have a heavy focus on pro 1 2 3 have a heavy focus on pro 1 2 3 know how to create relev 1 2 3 have an efficient marketing ffer I promote, through we have a second or seco	le and/or my business are well known how to create relevant contents of the co	Ne and/or my business are well known in the composition of the composi	le and/or my business are well known in the space of the property of the prope	have a clearly established brand message (vision statement, core values, tagline, brand pillars, value proportion and pillars, value proportion. 1	The and/or my business are well known in the space. 1 2 3 4 5 6 7 8 Thave a clearly established brand message (vision statement, missoatement, core values, tagline, brand pillars, value proposition). 1 2 3 4 5 6 7 8 Thave a heavy focus on promotion. 1 2 3 4 5 6 7 8 Thave a heavy focus on promotion. 1 2 3 4 5 6 7 8 Thaillajority of my leads (business) come from digital promotion. 1 2 3 4 5 6 7 8 Thave an efficient marketing plan in place (I know exactly what preffer I promote, through what channel and when).	The and/or my business are well known in the space. 1 2 3 4 5 6 7 8 9 The have a clearly established brand message (vision statement, mission catement, core values, tagline, brand pillars, value proposition). 1 2 3 4 5 6 7 8 9 The have a heavy focus on promotion. 1 2 3 4 5 6 7 8 9 The have a heavy focus on promotion. 1 2 3 4 5 6 7 8 9 The have a heavy focus on promotion. 1 2 3 4 5 6 7 8 9 The have a heavy focus on promotion. 1 2 3 4 5 6 7 8 9 The have an efficient marketing plan in place (I know exactly what product/offer I promote, through what channel and when).



20.	I have estal	olished i	my perf	ect cust	omer pe	ersona.				
	O 1	<u> </u>	3	○ 4	<u> </u>	6	○ 7	8	9	O 10
21.	Marketing a	and adv	ertising	play a s	ignificat	role in	my busi	nes cycl	e.	
	O 1	<u> </u>	3	O 4	<u> </u>	6	<u> </u>	8	9	O 10
	I am consist promotion.		d freque	nt (3+ o	utreach	es a day	- SM, e	email, et	c.) in my	,
	O 1	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
23.	l am very e	fficient i	n multip	ourposin	ig the pi	romotio	nal cont	ent.		
	O 1	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	9	O 10
24.	My content	has hig	h engag	gement	rate.					
	O 1	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	O 9	O 10
25.	l often hear	from p	rospect	s that I p	oromote	too mu	ıch.			
	O 1	<u> </u>	3	<u> </u>	<u> </u>	6	<u> </u>	8	9	<u> </u>
26.	All my offe	rs/conte	nt have	a clear	"call to	action".				
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	9	O 10



How accurately do the following statements describe you?

1 being the lowest level of accuracy and 10 the highest.

Sales

					Ju					
27. I a	m confid	ent and	produc	tive at h	andling	incomin	ng and o	utgoing	ı calls.	
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	O 7	8	9	O 10
28. l e	stablish ı	my targe	ets and	game pl	an on a	daily ba	sis.			
	<u> </u>	<u> </u>	3	<u> </u>	<u> </u>	6	<u> </u>	8	9	O 10
29. l h	ave time	reserve	d each	day to fo	ollow-up	deals t	hat didr	ı't close	•	
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	O 7	8	9	O 10
30. I h	ave a we	ll establ	ished ar	nd clear	sales pr	ocess.				
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	9	O 10
31. I fo	ollow the	sales p	rocess a	t all tim	es.					
	<u> </u>	<u> </u>	3	<u> </u>	<u> </u>	6	<u> </u>	8	9	O 10
32. I a	m active	ly prosp	ecting t	o create	busine	ss oppo	rtunities	·		
	<u> </u>	<u> </u>	3	4	5	6	7	8	9	10



33. M	y average	e lead co	onversio	n is high	า.					
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	9	O 10
34. I h	ave a lot	of repe	at custo	mers (h	igh trans	saction f	frequen	cy).		
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	O 7	8	9	O 10
35. l a	lways ask	the rig	ht quest	tions to	land clie	ents on l	best pro	duct.		
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	7	8	9	O 10
36. I a	m confid	ent in h	andling	objectio	ns and	am pers	istent in	the sale	es cycle.	
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	9	O 10
	m able to actly wha	•			onstrati	ons, ens	suring th	ne produ	uct is	
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	○ 7	8	9	O 10
38. I h	andle dig	gital cus	tomers	differen	t than in	-person	sales.			
	<u> </u>	<u> </u>	3	<u> </u>	<u> </u>	6	○ 7	8	9	<u> </u>
39. Ev	ery client	t interac	tion res	ults in a	written	offer.				
	<u> </u>	<u> </u>	3	O 4	<u> </u>	6	O 7	8	9	O 10



In the section below, input your assessment scores for each statement. This interactive PDF document has been formatted to calculate your final scores and to determine how you and your company are doing. If doing it manually, follow the instructions below.

Money/Mindset	Marketing	Sales
1	14	27
2	15	28
3	16	29
4	17	30
5	18	31
6	19	32
7	20	33
8	21	34
9	22	35
10	23	36
11	24	37
12	25	38
13	26	39
Total Sum:	Total Sum:	Total Sum:
Percentage Score:	Percentage Score:	Percentage Score:
Total Sum:÷1.3=	Total Sum: ÷1.3=	Total Sum:÷1.3=

For manual calculations - determine the average score (sum of 3 scores above and divide by 3). Example: Your total scores are 75% (Money/Mindset), 80% (Marketing), 70% (Sales). $(75 + 80 + 70) \div 3 = 75\%$

Your Total Score: _

Average Cardone Client Score: 92.4%.