

Client Key Performance Indicators

Liquidity

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>N/A</u>
1. Do you currently have the resources to grow your business without experiencing cash shortages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you annually budget for your expected cash requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have a formalized process for new customer credit approval?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you manage your accounts payable disbursement practices to maintain good vendor relationships, vendor pricing, and your credit rating, while still delaying cash outlays as long as possible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Profits & Profit Margin

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>N/A</u>
1. Do you know your Gross Margin, and is it comparable to your industry peers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. What are your fixed costs per month? Do you need to add additional fixed costs to operate more effectively?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you have a comprehensively designed marketing plan, and has it increased the effectiveness of your overall marketing efforts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Does your compensation system effectively encourage increased productivity, revenues, and gross profit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sales

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>N/A</u>
1. Have you established sales goals for next year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Can you describe your ideal customer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you formally track customer satisfaction to determine if you meet or exceed your customer's expectations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Does your sales person compensation system effectively encourage increased revenues and profits?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Borrowing

	Yes	No	Not Sure	N/A
1. In regards to your relationship with your bank, are there any debt covenants or other issues that you have a hard time fulfilling?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Are you able to obtain reasonable terms from suppliers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Asset Management

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>N/A</u>
1. Do you currently utilize over 80% of your company's operating capacity during peak times?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you currently estimate the return on investment and set targets before purchasing new equipment, hiring new employees, or adding new business lines?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employees

	<u>Yes</u>	<u>No</u>	<u>Not Sure</u>	<u>N/A</u>
1. Do you have a profile for an ideal candidate for each job in your company?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Do you currently have job descriptions and policies and procedures in place for each position that adequately explain "How we do it here"?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Could you increase production without dramatically altering your workforce?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Do you actively solicit ideas and suggestions from your employees in an attempt to improve productivity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>