

Where Can We Get the Best Return on Our Effort?

Let the Performance Audit Show You How!

There are many ways a business can improve its competitiveness, profitability and market share.

Where do you begin?

Your situation is unique, so what's right for you?

Where will you get the best return on your time and energy?

Answering these questions is difficult for many companies. This tool lets you take a quick "fly-over" of your situation and helps you find the answers.

Critical Dimensions In Gaining Business Growth



- Capitalizing on a Competitive Advantage
- Exploiting it with focused Marketplace Strategies
- And, delivering it with the best Organizational Support

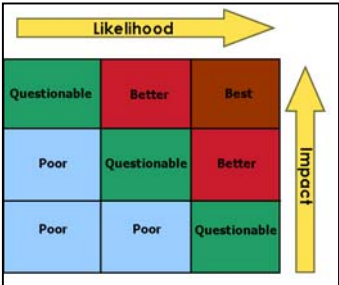
With this Performance Audit you can identify areas that can give your business immediate improvement. It does this by allowing you to assess your company through four key areas of performance in each of these three dynamics. Then you can check your assessment by evaluating the individual sub-elements that make up those key areas of performance.

Identifying the Greatest Opportunity

There are two basic steps in each evaluation. First, you will give each area a rating based on how well you're currently performing and how much improvement you feel is needed. Secondly, you review these areas based on their ability to impact the market and the likelihood of being addressed by your company. These will be rated on low, medium, high.

First you will look at the overall areas of performance. This initial evaluation shows you're impression of the general areas offering the greatest opportunity for immediate business improvement.

Then you will do a blind evaluation of the sub-elements to gain deeper understanding of the specific elements for immediate impact. It also either validates your initial impression or challenges it.



We will plot your scores in the quadrants shown here; as well as provide a summary of the best strategies and tactics in your business situation...the vital few that will make most of the difference!

Be Realistic

It is important that your fill out the sheet with your most realistic assessment. For the best results, please do the sheet in the manner and order outlined on page 2.

Thank you.

Jointly developed by:

Performance Audit Instructions

The information from the Performance Audit helps identify areas that can give your business immediate improvement.

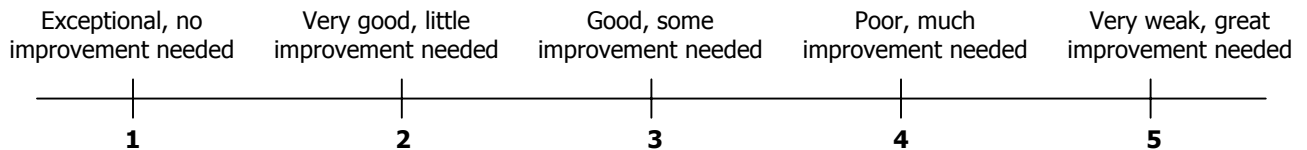
Every situation is unique, so you will be asked to:

1. Score each item based on your company’s current performance in that area
2. Mark each key area based on its ability to **impact** your business efforts and the **likelihood** of it being addressed by your company.

You will do this in two parts. Part One is for the overall areas of performance (page 3) and Part Two for the sub-elements (pages 4 and 5) that make up those key areas of performance. These sub-elements have been randomly organized to provide a more reliable evaluation based on each element’s own merit.

Company’s Current Performance

First, score each area in Part One and Part Two using the chart below. Assign a score between one and five in the score column. This score should reflect your company’s specific situation, how well you’re performing and how much improvement is needed. Use the following scale.



Ability to Impact & Likelihood of Being Addressed

Now review the areas of market impact and likelihood of being addressed. Here, you will select low, medium or high impact on the market or low, medium or high likelihood of being addressed by your company.

<p>Impact— Achieve Greater Market Success</p> <ul style="list-style-type: none"> ▪ Would make you more competitive ▪ Would provide better customer focus ▪ Would take better advantage of resources (people/dollars) 	<p>Likelihood – Able to be Addressed by Company</p> <ul style="list-style-type: none"> ▪ Recognized as immediate solution to problem ▪ Management sees as important ▪ Could be done with identified resources
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If the area contributes to greater market success, mark it a high priority. If you don’t believe it improves market success, mark it low.

If the company is likely to address it now, mark it high; if the company is not, mark it low.

Note: Not all strategic areas of performance or their related tactical elements will apply to your specific situation. If not, simply mark them NA (not applicable). This worksheet is a general overview designed for a wide range of businesses. Specific worksheets can easily be created to more precisely fit your business situation.

Part One – Key Areas of Performance

Impact	Likelihood
<ul style="list-style-type: none"> ▪ Would make you more competitive ▪ Would provide better customer focus ▪ Would take better advantage of resources (people and dollars) 	<ul style="list-style-type: none"> ▪ Recognized as immediate solution to problem ▪ Management sees as important ▪ Could be done with identified resources

Key Factors	Score	Impact			Likelihood		
		Low	Medium	High	Low	Medium	High
Capitalizing with a Competitive Advantage by:							
Acquiring and using Market Knowledge to gain profitable business							
Identifying the best Market Opportunities for business growth							
Building a Strong Position that differentiates from competitors							
Equipping the business for the greatest Marketing Effectiveness							
Marketplace Strategies that are exploiting it by:							
Providing a Focused Strategy which is current and able to be put into action							
Aligning efforts by providing Tactical Plans for all participants							
Delivering current and effective Selling Support							
Maximizing Channel Efficiencies to increase market penetration (distributors, reps, etc.)							
Delivering the best Organizational Support by:							
Providing Business Leadership to run a growth oriented and profitable business							
Fostering a Business Environment to encourage the highest level of achievement							
Creating a Strong Team of skilled and trained people to maintain market leadership							
Delivering a Quality Product or service on time that consistently meets customer needs							

Part Two – Sub Element Evaluation

Key Elements	Score	Impact			Likelihood		
		Low	Medium	High	Low	Medium	High
Having a clear grasp of the most important customer needs and how to respond							
Providing necessary training and direction to enhance employees' abilities							
Enabling employees to feel like true business partners							
Spending time with channel ensuring commitments are met and corrective action is taken when needed							
Knowing the addressable market and the realistic share							
Fostering an open, cooperative team effort between all departments that is customer-focused							
Assuring teams work together as a cohesive group							
Having leadership that's building sustainable value throughout changing market conditions							
Building a distinctive, meaningful reputation for company/brand with customers and prospects							
Understanding customer buying practices and influences and ways to cash in on them							
Supporting each employee with the necessary coaching for development and improvement							
Possessing systems that effectively and quickly address problems that arise							
Delivering the right messages through the right vehicles at each stage in the buying process							
Knowing direct and indirect competitors and how to be successful against them							
Agreeing on the best tools to acquire new business in each key segments							
Making sure departments have capacity and capabilities to meet customer demands							
Basing strategies on reliable, objective internal and external information							
Recognizing, profiling and prioritizing most promising target segments							
Turning each customer contact into a unique, coordinated, motivating experience							
Identifying future market trends and desires and how to best take advantage of them							
Providing specific tasks to each business unit that supports the strategic direction							
Creating a focused, appropriate identity personalized for key segments and audiences							
Crafting personalized sales tools for markets that require them							
Strengthening relationships with existing customers resulting in expanded purchases							

Sub-Element Evaluation (Cont.)		Impact			Likelihood		
		Score	Low	Medium	High	Low	Medium
Key Elements							
Hiring and developing a proficient sales team with skills that meet customer needs							
Defining realistic profit potential for all channel partners							
Making sure strategy is clear, understood so business units are able to implement							
Positioning company/brand to command a premium price and maximize profitability							
Supporting the sales team with detailed selling messages for all products							
Knowing the key critical success factors that drive core business strategies							
Lining up sales force sales messages with actual performance of product and services							
Training sales force in understanding and applying effective "added valued selling"							
Leading by management articulating clearly an effective corporate direction to all business units							
Fostering good communications between inside sales support and field sales team							
Completing a tactical plan for each channel partner defining reciprocal objectives and responsibilities							
Monitoring strategic direction regularly to show where adjustments are needed							
Challenging employees to strive for ambitious goals							
Committing to joint expectations for both supplier company and specific channel partner							
Encouraging dialogue with management that allows for appropriate adjustments in action plans							
Responding quickly to employees' needs and concerns							
Identifying a few critical success factors that drive the business strategies							
Establishing a relationship of trust through a high degree of upper management integrity							
Hiring or promoting the most qualified people for each role in the organization							
Willing to take necessary corrective actions when plans are not implemented or fall short							
Achieving manufacturing consistency to insure quality level is competitively delivered							
Empowering and equipping employees to make significant choices and decisions about their work							
Furnishing leadership in assuring appropriate financial and people resources are provided							
Supporting sales team in the field with sales management presence							