

Cash Flow Engineering, LLC

79-Point Needs Evaluation Checklist

I need to increase, decrease, maintain or prepare the following items
in order for my business to get to the next level

Purpose

- Personal *Vision & goals*
- Company Vision
- Company Mission
- Company Elevator Speech
- Company Core Values
- Company Measurable Goals/objectives
- Company SWOT
- Company Strategies
- Critical Success Factors
- Written Action Plans
- Company Financial Plan - 1 year
- Company Financial Plan - 3 to 5 years

Products

- Core product definition
- New Products pipeline
- Positioning analysis
- Delivery system
- Competitive Analysis
- Target Market Analysis
- Industry & Trend Analysis

Price

- Pricing Analysis
- Volume Analysis
- Offer Terms

Place

- Distribution Channel Analysis
- Expansion Analysis

Promotion/Marketing

- Plan
- Defined Market Niche
- Feature & Benefit List
- # of Leads
- Conversion %
- % of Customer Repeat Business
- Marketing System
- Sales System
- ROI of Marketing
- CRM
- Prepare Standard Sales Presentation
- Sales Pipeline Tracking
- Referral Tracking
- Sales Activity Tracking

Production/Customer Service

- Tracking Mechanism
- IRR analysis/capital budgeting
- Customer Appreciation Program
- Efficiency improvement
- Order Fulfillment
- Systems documentation & manuals
- Cost Control Improvement

Profit

- Written AR Tracking and Aging
- Collections Policy
- Inventory Controls
- Purchase Order System
- Financial Ratios (ProfitCents)
- Budgeting
- Sales Forecasting
- Review Operating Statements
- Cash Flow Forecasting
- Progress Billing
- Key Financial Indicators
- ROI on Products & Services
- Break Even Calculation
- RE - Pricing of Key Expense Areas
- Pay myself more
- Key Performance Indicators
- Financial Report Cards
- Cash Flow Projections
- Financial Report Interpretation
- Positioning for Raising Capital/Financing

Exit Strategy

- Determine General Plan
- Change my Role to ____
- Begin Planning a Dream Get Away
- Identify Successor
- Hire Coordinator
- Complete Valuation
- Reduce Hours from ____ to ____

People

- Human Resources, Staffing & Processes
- Organizational Design
- Management Effectiveness & Efficiency
- Training
- Time Management System
- Delegation of _____
- Blocking time for a vacation

Date: _____ Client: _____

CFE: Representative: _____