



7 INGREDIENTS OF A SUCCESSFUL BUSINESS

1. LEADERSHIP

Clarify your vision. Inspire and communicate your team to achieve your vision.

Are you living the lifestyle you want with the business you have today?

Where do you want to be in 3 years? Is it written down?

Do you have a way to take a snapshot of where you are in relation to where you want to be? That is, a set of success indicators?



2. BRANDING

Identify who your best customers are, where they come from and why they do business with you. Develop a consistent business identity which represents your company.

How do your customers describe your business?

What do you most want to be known for, with your customers and employees?

Does your business reflect that in every aspect? (office, materials, interactions, etc.)?



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3. FINANCE

Understanding how money moves through your business. Making wise, informed decisions.

Do you know how to read and interpret your income statement?

Do you ever have cash flow problems?

Is your financial information trustworthy enough to make a decision on a medium expenditure?



4. MANAGEMENT

The right balance between people and systems. Getting things done efficiently.

Do you have trouble holding your people accountable?

How long could your business run without you being there?

Are you confident that you have the best people in each position?



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5. MARKETING

Actively attracting new customers.

Do you have an effective lead generation process?

Can you describe your ideal customer?

Do you, your staff, and your customers know how you are different from your competition?



6. SALES

The conversations you have with your prospects. Turning prospects into customers.

Do your salespeople use a consistent sales process or do they each do their own thing?

Are you your best salesperson?

Do you set sales targets and track performance against them?



7. DELIVERY

Exceeding your customers' expectations.

Do you have a documented process that ensures your products or services are delivered to customers at the quality level you expect?

Do you regularly measure customer satisfaction?

Do you have a clear strategy for ongoing innovation of your products and services?



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7 INGREDIENTS

Is your assessment **balanced**?

How **stable** does your business look?

Where are your **strengths**?

Do your **growth opportunities** surprise you?