

LAUDIS

Business Advisors

Some Challenging Questions

1. Why do your customers buy from you?
2. Who else could they buy from and why don't they?
3. Why do those who buy from your closest competitors do so – why are they not buying from you?
4. What REALLY is your USP?
5. Do you sell products, services or solutions?
6. Is it true to say that it is not possible to improve your customer service because it's already perfect? How near to perfect can you take it?
7. Would you be happy to send a questionnaire to your customers asking them to rate your service, or would you feel nervous?
8. On a scale of 1 to 10 how motivated is your team?
9. Does every member of your team know exactly why they are there, what the company is trying to achieve, how they fit into that process, and what's in it for them if it succeeds?
10. If I asked each member of your team the above questions, would they all give the same answers as you?

Sometimes it's worth asking ourselves some challenging questions about our business. Answer the above and think hard about your answers. Has this thrown up a few projects?

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Helping Ambitious Businesses

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