



Business Profile

| | | |
|----------------|---------------|-----------------------------|
| Name: _____ | Title: _____ | No of Employees: _____ |
| Company: _____ | Tel No: _____ | Revenue Last Year: \$ _____ |
| Address: _____ | Fax: _____ | Profit Last Year: \$ _____ |
| | Cell: _____ | Email: _____ |

Learn how to tap into the hidden opportunities in your business . . . TODAY!

To help expedite your *COMPLEMENTARY Business Assessment...please complete this questionnaire and FAX it to Farid Ghalili (404) 745-0101 as soon as possible* (At least no later than 2 days before your Free Consultation session)

Confidentiality Notice

The information contained in this questionnaire is confidential information intended only for the use of Unicus Solutions, Inc. and the person Completing the questionnaire. If the receiver of this questionnaire is not the intended recipient, the receiver is hereby notified that any dissemination, distribution, copy, or publication of the questionnaire is strictly prohibited.

THE FOLLOWING QUESTIONNAIRE

The following questionnaire has been designed to help you rate your business in relation to the ideal business we all wish to have. We have identified 100 key areas of business that contribute to business success, profitability and balance. Answer each question and rate your business by circling from 1 through 5 in the scoring column based on the degree which you have accomplished. Once complete, return to Unicus Solutions, Inc. by FAX at 404-745-0101 so we can tabulate the results for you.

Section 1: Introduce Us to Your Business ...

Hi, to get started we need you to tell us some more about yourself and your business (in your words - to ensure that we do not have any misconceptions or misunderstandings) ... These questions are designed so we can find the key profit building opportunities in your business ...

1. What type of business are you in? (eg. Manufacturing, wholesaling, retail, professional service, etc.)

2. Please, list the specific types or products and services that you provide for your customers

Unicus Solutions, Inc. Business Profile, page 2

Section 1: Introduce Us to Your Business ... (Continued)

3. Please, describe your top target market groups? (eg. professionals, 25-40 year olds, general public, etc)

4. How many team members do you have? _____
 How has this changed over time (*Grown by x% over past y years, Stable, Shrunk by x% over y years, etc.*)?

5. Specifically, explain your biggest business frustration ...

6. Please, list some of the frustrations that your clients have when dealing with your company or your industry (eg. Tradespeople showing up late and/or leaving a mess, customer service issues, product quality issues, etc.):

7. What do you do differently ... What makes you stand out from your competitors?

Section 2: How does your business currently find customer leads?

1. Tell us how you generate leads (locate customers) for your business and how successful these sources have been by doing the following:

A. Place a rating from 1-10 **on the line to the left** of the sources you have used (10 being very successful and 1 being very unsuccessful).

B. Indicate the approximate percentage of your revenue that is being generated to the right of each source.

NOTE: The total in BOTH columns, added together, should add up to 100%

| <u>Rating</u> | <u>Source</u> | <u>Percent</u> | <u>Rating</u> | <u>Source</u> | <u>Percent</u> |
|---------------|-----------------------------------|----------------|---------------|-----------------------------------|----------------|
| _____ | Yellow Pages | _____% | _____ | Magazine Advertising | _____% |
| _____ | Metropolitan Newspaper | _____% | _____ | Local Newspaper | _____% |
| _____ | Building Signage | _____% | _____ | Internet / Web Site | _____% |
| _____ | Television | _____% | _____ | Radio Advertising | _____% |
| _____ | Referrals / Word-of-Mouth | _____% | _____ | Direct Mail (P-M-P) | _____% |
| _____ | Flyers | _____% | _____ | Catalogues | _____% |
| _____ | Structured Networking (BNI, etc.) | _____% | _____ | Face-To-Face Calling (Bold Calls) | _____% |
| _____ | Telephone Cold Calling | _____% | _____ | Other | _____% |

Section 2: How does your business currently find customer leads? (Continued)

2. What is your current monthly Marketing Budget for generating leads? \$ _____
3. Do you have a list of former customers? Yes No
4. Of the customers who have purchased from you, how many do you have on a database? _____
5. Do you have a list of non-converted prospects? Yes No
6. How many of these customers would you classify as active? _____
7. How many suspects do you talk to each . . . (Choose one: [] Month [] Quarter [] Year)? _____
 NOTE: "You" means your sales team.
8. How many sales people (internal and external) do you have working for you and how are they compensated? _____
-
9. How often would the average customer buy from you? _____
10. Out of every 10 leads, how many do you convert to customers? _____
11. Is your conversion rate (item 10): guesstimated, estimated, or measured? *(Please check one)*

Section 3: Your Nurturing of Customers?

Did you know that it can be 6 times more expensive to attract a new customer than it is to encourage an existing one to purchase again ...

Which of the following mediums do you use consistently to keep in contact with your active and/or inactive customers and prospects?
 Simply tick the ones that you use...

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Letters | <input type="checkbox"/> Calendars |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Magnets |
| <input type="checkbox"/> Invoices | <input type="checkbox"/> Catalogues |
| <input type="checkbox"/> Thank you cards | <input type="checkbox"/> Other |

Section 4: What is Your Average Dollar Sale?

1. What is your current average dollar sale? (I.E. The size of your average order.) \$ _____
2. Which products and services would be ideal to cross sell to your existing customers? _____
-
3. When was the last time you increased your prices and why? _____

Section 5: What are Your Current Revenue and Profitability Figures?

1. What is your current annual Revenue? _____ Profit? _____
2. What percentage growth has your business had in the last financial year? _____
3. What percentage increase do you expect to see in the next 12 months? _____
4. How do you see this growth being achieved? _____

Section 6: What is Your Next Step?

To ensure that we cover the areas that are most important to you in your initial one-hour consultation, simply number your top 5 priority areas for improvement from the following list (Number them 1 through 5) ...

- _____ Cash flow (revenue and profits) and free up time for investments in other areas.
- _____ Personal effectiveness as business owner (Entrepreneur, Manager, and Leader).
- _____ Market penetration and market share.
- _____ Business plan (strategic and tactical) to assist in [] acquiring additional funding and/or [] improving organizational alignment and effectiveness.
- _____ Customer retention and repeat purchases from previous customers.
- _____ Customer focused marketing systems (Advertising copy, direct mail, referrals, etc.) that will attract qualified and motivated customers.
- _____ Systematize the business so that I can [] grow it at this location, [] extend it to multiple locations, [] franchise it to other business owners, and/or [] replace myself in the business while maintaining cash flow to me and freeing my time up to [] retire or [] start another business.
- _____ Attracting, retaining, inspiring, and motivating key employees.
- _____ Ensuring that my investments in marketing, employees, systems, products, and programs are effective.
- _____ *Other:* _____

Section 7: Just a Few Final Questions

1. What other priorities do you have for your team in the next 90 days?

2. How much time will you commit to invest each week in working on improvements to _____ hours your business and yourself?
3. If you had one wish for your business in the next 30 days, what would it be?

4. Besides yourself, who else is involved in the decision making process within your business?
What is their relationship to you and the business?

5. From what you know right now about Farid Ghalili, what is compelling you most to proceed with this process?

Unicus Solutions, Inc. ... Working together, we will turn your vision into reality!(sm)



Unicus Solutions, Inc. Business Health Check

Please Answer the following questions by circling the number, 1 through 5, which corresponds best to your feelings about the validity of the statement. Circle a 1 if you DISAGREE completely with the statement. Circle a 5 if you AGREE completely with the statement. Or, circle 2, 3, or 4, to show that you are somewhere in-between.

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---------------------|
| <- Disagree Completely | | | | | Agree -> completely |
| SERVICE | | | | | |
| My company tests and measures everything to ensure customer satisfaction. | 1 | 2 | 3 | 4 | 5 |
| We survey our clients regularly to determine how we can better serve them. | 1 | 2 | 3 | 4 | 5 |
| We analyze our mistakes as both a company and as individuals and learn from them. | 1 | 2 | 3 | 4 | 5 |
| We strive for excellence plus one percent. | 1 | 2 | 3 | 4 | 5 |
| We believe that servicing the client is as important or even more important than making the sale. | 1 | 2 | 3 | 4 | 5 |
| We choose our clients to fit our way of doing business. | 1 | 2 | 3 | 4 | 5 |
| We are certain of the needs of our clients and base our company on those needs. | 1 | 2 | 3 | 4 | 5 |
| Our direction and people can change instantly to meet our customers needs. | 1 | 2 | 3 | 4 | 5 |
| I would gladly give up or postpone a sale to meet my customer service agenda. | 1 | 2 | 3 | 4 | 5 |
| Our company continuously under promises and over delivers. | 1 | 2 | 3 | 4 | 5 |
| SALES | | | | | |
| Sales processes are managed weekly and measures are taken to ensure quotas are met. | 1 | 2 | 3 | 4 | 5 |
| My sales force is successful and undergoes regular training on both product and selling skills. | 1 | 2 | 3 | 4 | 5 |
| My sales force operates as a team versus a group of individuals. | 1 | 2 | 3 | 4 | 5 |
| The sales force is equipped with quality point of sale materials and new tools are being developed. | 1 | 2 | 3 | 4 | 5 |
| A sales rewards program is in place. | 1 | 2 | 3 | 4 | 5 |
| The production team supports the sales force and does everything they can to assist the sale. | 1 | 2 | 3 | 4 | 5 |
| Our sales volumes are continuously increasing. | 1 | 2 | 3 | 4 | 5 |
| There is little or no animosity or friction between sales and production departments. | 1 | 2 | 3 | 4 | 5 |
| The sales team is responsible for regular sales projections and is held accountable. | 1 | 2 | 3 | 4 | 5 |
| I am completely satisfied with my market share. | 1 | 2 | 3 | 4 | 5 |
| MARKETING | | | | | |
| The company has found a niche for its product and no longer competes on price. | 1 | 2 | 3 | 4 | 5 |
| Everyone is aware of the lifetime value of our clients and that value is increasing continuously. | 1 | 2 | 3 | 4 | 5 |
| We track our leads, our client conversion rate and the number of transactions per client, continuously. | 1 | 2 | 3 | 4 | 5 |
| We only advertise when we can test and measure the results. We do not advertise randomly. | 1 | 2 | 3 | 4 | 5 |
| We constantly educate our clients on the benefits of our products and services. | 1 | 2 | 3 | 4 | 5 |
| Every member of our team knows and understands our unique selling proposition. | 1 | 2 | 3 | 4 | 5 |
| Every member of our team is a walking, talking advertisement for the company. | 1 | 2 | 3 | 4 | 5 |
| We have an agency do any creative work for our ads and insist on ownership of that creative work. | 1 | 2 | 3 | 4 | 5 |
| We always educate on value and never market on price. | 1 | 2 | 3 | 4 | 5 |
| We survey people who do not buy our products to improve our product or service. | 1 | 2 | 3 | 4 | 5 |
| <i>Unicus Solutions, Inc. ...creating world abundance through business re-education</i> | | | | | |

Unicus Solutions, Inc. Business Health Check, Page 2

<- Disagree
Completely

Agree ->
completely

TEAM (Employees)

| | | | | | |
|--|---|---|---|---|---|
| Every member of the team is operating at their full potential. | 1 | 2 | 3 | 4 | 5 |
| The company provides and engages in ongoing team training. | 1 | 2 | 3 | 4 | 5 |
| There is synergy among all the members of our team. | 1 | 2 | 3 | 4 | 5 |
| People are listened to and are encouraged to speak up and make recommendations. | 1 | 2 | 3 | 4 | 5 |
| The team always remains positive and does not tolerate negativism among its members. | 1 | 2 | 3 | 4 | 5 |
| The team sees change as positive and is always ready for challenges. | 1 | 2 | 3 | 4 | 5 |
| My team members are accountable and never make excuses for performance. | 1 | 2 | 3 | 4 | 5 |
| Reporting systems are in place and adhered to. | 1 | 2 | 3 | 4 | 5 |
| Deadlines are taken seriously and are managed by the team leaders. | 1 | 2 | 3 | 4 | 5 |
| Every member of the team enjoys their work. | 1 | 2 | 3 | 4 | 5 |

STRATEGIC PLAN

| | | | | | |
|--|---|---|---|---|---|
| The company has a formal written business plan that sets out its strategic objectives. | 1 | 2 | 3 | 4 | 5 |
| The company's business plan is being used, tested and measured and updated quarterly. | 1 | 2 | 3 | 4 | 5 |
| Regular planning sessions are conducted with staff and management. | 1 | 2 | 3 | 4 | 5 |
| The company has its finger on the pulse of the market at all times. | 1 | 2 | 3 | 4 | 5 |
| The company is moving in a clear direction and every strategic decision supports that direction. | 1 | 2 | 3 | 4 | 5 |
| The company has the cash flow to achieve its objectives. | 1 | 2 | 3 | 4 | 5 |
| The company has a very good knowledge of its competition and their practices. | 1 | 2 | 3 | 4 | 5 |
| No one area of the company is dependant on a single supplier. | 1 | 2 | 3 | 4 | 5 |
| The company has the right allies to support the organization (Accountant, Attorney, Banker, etc.). | 1 | 2 | 3 | 4 | 5 |
| The company for the most part is going in the direction you intended it to go from its inception. | 1 | 2 | 3 | 4 | 5 |

BUDGETING, FINANCE AND CASH FLOW

| | | | | | |
|---|---|---|---|---|---|
| The company has an annual budget in writing from which to work. | 1 | 2 | 3 | 4 | 5 |
| Budgeting processes are clearly defined and adhered to. | 1 | 2 | 3 | 4 | 5 |
| Financial statements are done monthly, at the very minimum. | 1 | 2 | 3 | 4 | 5 |
| The accounting department is properly staffed and run to my satisfaction. | 1 | 2 | 3 | 4 | 5 |
| Loan payments are current and in line with the agreements. | 1 | 2 | 3 | 4 | 5 |
| Suppliers and Service Providers' invoices are routinely paid on time. | 1 | 2 | 3 | 4 | 5 |
| Inventories are monitored frequently to ensure maximum turnover and minimal financial outlay. | 1 | 2 | 3 | 4 | 5 |
| Terms are negotiated with all suppliers including early payment discounts. | 1 | 2 | 3 | 4 | 5 |
| All budgeting is done from an optimistic perspective. | 1 | 2 | 3 | 4 | 5 |
| Budgeting is always reflected upon prior to conclusion and seldom if ever redone. | 1 | 2 | 3 | 4 | 5 |

Unicus Solutions, Inc. ... work harder ON your business, than you do IN your business

Unicus Solutions, Inc. Business Health Check, Page 3

<- Disagree
Completely

Agree ->
completely

PRODUCTIVITY

| | | | | | |
|--|---|---|---|---|---|
| Operations are, for the most part, fully automated and/or computerized | 1 | 2 | 3 | 4 | 5 |
| Designated people are responsible for the day to day operating decisions. | 1 | 2 | 3 | 4 | 5 |
| Staff does complete work, nothing is redone or substandard. | 1 | 2 | 3 | 4 | 5 |
| Staff communication is good and duplication of work does not occur. | 1 | 2 | 3 | 4 | 5 |
| The company is driven by both quality and profit, and both are measured regularly. | 1 | 2 | 3 | 4 | 5 |
| Every meeting accomplishes some specific objective or outcome. | 1 | 2 | 3 | 4 | 5 |
| Individual staff tasks are rated by level of urgency and importance. | 1 | 2 | 3 | 4 | 5 |
| Meetings between staff are scheduled in advance / spur of the moment encounters are avoided. | 1 | 2 | 3 | 4 | 5 |
| Staff have the opportunity to openly communicate about obstacles to their production. | 1 | 2 | 3 | 4 | 5 |
| The staff have the environment, equipment and the training they need to double their productivity. | 1 | 2 | 3 | 4 | 5 |

PROFITABILITY

| | | | | | |
|--|---|---|---|---|---|
| Profit margins have increased over the last three years. | 1 | 2 | 3 | 4 | 5 |
| Profits will increase this year by no less than 10%. | 1 | 2 | 3 | 4 | 5 |
| Debt service as a percentage of gross profit decreased last year. | 1 | 2 | 3 | 4 | 5 |
| The ratio of the company's total debt to equity has decreased over the last year. | 1 | 2 | 3 | 4 | 5 |
| Break even levels are relatively low. | 1 | 2 | 3 | 4 | 5 |
| Individual responsibilities for achieving financial goals are clearly defined. | 1 | 2 | 3 | 4 | 5 |
| The company is one of the leaders in the market. | 1 | 2 | 3 | 4 | 5 |
| Our pricing policies are not tied to the competition or market leaders. | 1 | 2 | 3 | 4 | 5 |
| Staff and facilities are being utilized to at least 80% of their potential. | 1 | 2 | 3 | 4 | 5 |
| Profitability as a rule is higher than the industry average and is not an issue for the company. | 1 | 2 | 3 | 4 | 5 |

LEADERSHIP AND DIRECTION

| | | | | | |
|---|---|---|---|---|---|
| I possess a clear vision of where the company is going and have written it out in detail. | 1 | 2 | 3 | 4 | 5 |
| The company culture is defined, cooperative and forward thinking. | 1 | 2 | 3 | 4 | 5 |
| We have a clear mission statement. | 1 | 2 | 3 | 4 | 5 |
| The company provides social activities for the team. | 1 | 2 | 3 | 4 | 5 |
| I have a complete contingency staffing plan in place. | 1 | 2 | 3 | 4 | 5 |
| My staff treats their job as a career, not a short term financial fix. | 1 | 2 | 3 | 4 | 5 |
| I encourage my staff to set career and personal goals. | 1 | 2 | 3 | 4 | 5 |
| Decisions are pushed down the hierarchy as far as possible. | 1 | 2 | 3 | 4 | 5 |
| I continuously let my people know when I am proud of their work. | 1 | 2 | 3 | 4 | 5 |
| Ideas for improvement that originate from the team are regularly introduced into the business | 1 | 2 | 3 | 4 | 5 |

Unicus Solutions, Inc. ... work harder ON yourself than you do ON your business

Unicus Solutions, Inc. Business Health Check, Page 4

<- Disagree
Completely

Agree ->
completely

BALANCE

| | | | | | |
|---|---|---|---|---|---|
| I work less than 50 hours per week. | 1 | 2 | 3 | 4 | 5 |
| I have more time than I need to get things done. | 1 | 2 | 3 | 4 | 5 |
| I have a assistant to handle details ensuring I have space to focus on bigger things. | 1 | 2 | 3 | 4 | 5 |
| I exercise regularly and spend quality time with the people I care about. | 1 | 2 | 3 | 4 | 5 |
| I am putting aside funds regularly with which to become financially independent. | 1 | 2 | 3 | 4 | 5 |
| I have at least 10 daily well-being habits and I do them consistently. | 1 | 2 | 3 | 4 | 5 |
| I am proud of myself as both a business owner and as a human being. | 1 | 2 | 3 | 4 | 5 |
| My days are well planned and I never run on adrenaline. | 1 | 2 | 3 | 4 | 5 |
| I express my feelings long before they cause me undo stress. | 1 | 2 | 3 | 4 | 5 |
| I am happy with the amount of money I make from the business. | 1 | 2 | 3 | 4 | 5 |

CONGRATULATIONS and “Thank You” for INVESTING Your Time...

**Thank you for your time, to get the results of how your business rates,
please return this form by fax to Unicus Solutions, Inc. at (404) 745-0101
We can then discuss the results at our initial exploratory meeting.**

Please add or indicate any other information you like to convey here:

Unicus Solutions, Inc. ... because being in business should give YOU more LIFE