

**ANDREA MOODY**  
PATHWAYS TO SUCCESS

## How Sellable Is Your Business?

Name: \_\_\_\_\_

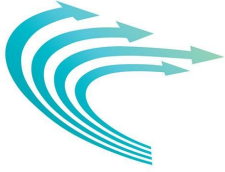
Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

What does your company do? \_\_\_\_\_

Reason for taking the quiz: \_\_\_\_\_

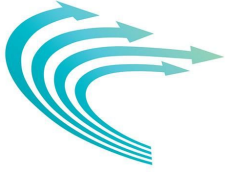
1. Would you say that your business is:
  - Declining
  - Steady
  - Improving
  - Unsure
2. Are you a working owner?
  - Yes
  - No
3. Do you have a manager?
  - Yes
  - No
4. Are there special skills required to run your business?
  - Yes
  - No
5. How difficult would it be to replace your most valuable employees?
  - Easy
  - Difficult
  - Impossible
  - Unsure
6. Which of the following describes the uniqueness of your business:
  - We sell product/service that our customers can get from many other suppliers
  - We have a niche product/service that is unique in the market place
  - We have a monopoly on the product/service we sell
  - Unsure
7. Replicating my business would be:
  - Impossible
  - Difficult
  - Easy



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Unsure

8. Which of the following best describes your personal relationship with your customers:
- I know most of my customers by first name and they usually want to deal with me rather than my employees
  - I know some of my customers and a few of them prefer to deal with me rather than my employees
  - I don't know my customers personally and rarely get involved in serving an individual customer
  - Unsure
9. What percentages of your customers are satisfied with the business you provide?
- less than 25% of our customers are "very satisfied"
  - 25% - 50% of our customers are "very satisfied"
  - 51% - 75% of our customers are "very satisfied"
  - more than 75% of our customers are "very satisfied"
10. How often do your customers refer you to new customers?
- Always
  - Sometimes
  - Never
  - Unsure
11. What % of your revenue did your largest customer represent last year?
- 1%-15%
  - 16% - 25%
  - 26% - 50%
  - more than 51%
12. What is the impact of losing your largest customer?
- My business will not suffer at all
  - My business will suffer a little, but will survive
  - My business will suffer a lot, but will survive
  - My business will suffer a lot, and will not survive
  - Unsure
13. What is the impact of losing your largest supplier?
- My business will not suffer at all
  - My business will suffer a little, but will survive
  - My business will suffer a lot, but will survive
  - My business will suffer a lot, and will not survive
  - Unsure
14. Can your product/service be sourced from other suppliers?
- Yes



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No

15. What is the trend of your sales for the last 3 years?

- Decreasing
- Remain at its current level
- Increasing
- Unsure

16. In the next 12 months, do you expect your revenue to:

- Decrease
- Remain at current level
- Increase
- Unsure

17. What is your typical Gross Profit Margin?

- less than 40%
- 40% - 60%
- 61% - 80%
- more than 80%
- Unsure

18. Do you know how much your outgoings amount to per month?

- Yes
- No
- Unsure

19. Do you know the difference between profit and cash flow?

- Yes
- No
- Unsure

20. Are you struggling to pay your debts when they fall due?

- Always
- Sometimes
- Never
- Unsure

To find out what your results mean to you and your business contact me for a FREE no obligation consultation at [business@andreamoody.com.au](mailto:business@andreamoody.com.au)