**Mini-Audit Assessment Questions**

**How is your product/service offering different from your competitors. What is your USP?**

**What marketing materials do you have to promote your business?**

**What marketing mediums do you use and how much do you spend?**

**Would you describe these marketing mediums as effective in**

**reaching your core target market?**

**Do you have a website?**

**If yes, what is the overall objective with your web site?**

**How does your website compare to your major competitors’ sites?**

**Do you analyze your website traffic?**

**How many clients are on your database?**

**Do you record every enquiry on your database even if it is**

**not a sale?**

**What are the three biggest challenges/obstacles you are currently dealing with in your business?**

**What do you want your business to look like in 12 Months?**

**What is your projected growth rate for the next 12 months?**

**What is the most profitable aspect of your business?**

**What is the least profitable aspect of your business?**

**What is your average sales value per transaction?**

**What is the lifetime value of your customer?**

**What is your Average Gross Profit % per transaction?**

**How many enquiries do you get per day / week / month?**

**Of the enquiries, how many sales do you convert per day / week / month?**

**Please describe your sales process.**