
Check Your Business Performance Factors

The answer to these five questions determine the success of your entire business.

- 1. Is your unique value promise about what the consumer receives by doing business with you or is it about your products and services?**
- 2. Are you targeting the right buyers, or are you trying to be all things to all people?**
- 3. Do you have delighted advocates who bring business to you or simply loyalty neutral satisfied customers?**
- 4. Is your team working on purpose to deliver extraordinary value and elevated experiences or are they working under pressure to just sell more products?**
- 5. Do real customers recognize the value you deliver or are your prices or fees in question?**

Improvement in these 5 areas create an amazing transformation in business performance:

- * **New customers are compelled to inquire, existing satisfied customers move from loyalty neutral constituents to delighted advocates.**
- * **Your organizational culture and hiring is redefined by the desire to communicate and live out your clear promise of extraordinary value.**
- * **Your marketing becomes distinct, your sales process more personalized and your business grows through transformative purpose versus transactional pressure.**