



CEO PHYSICAL

General

What is the set up of your company? (LLC, S Corp, C Corp)

When is your year-end?

Who are your officers?

Who are your shareholders and their %?

What year did the company start?

What is your SIC Code?

Do you have a succession plan?

FINANCE

Do you have a business plan?

Does it include projections based on previous actual?

Does it have balance sheet, Income Statement, and Cash Flow?

Does it have a narrative on all assumptions?

Have you had it vetted by an outside reviewer?

How much capital have your vendors advanced you?

Have you formally raised capital?

Do you have your disclosure documents or ppm?

What is your biggest personal challenge with finance?

ACCOUNTING

Are you on cash or accrual basis bookkeeping?

Do you use a computer accounting program?

What is the name of the program?

How long have you been using it?

Do you have a CFO?

Do you have a controller?

Which way do you have your books checked: audited, reviewed, compiled or you do it?

Who does your taxes?

Who is your CPA / Firm?

How often do you get profit and loss reports?

Do you review your balance sheet?

Do you review your statement of cash flows every month and understand it?

What is your working capital?

What is your current ratio?

What is your quick ratio?

Do you do annual budgets?

What is your cash cycle in days?

What are you payable in days?

Do you pay as agreed to our vendors?

What is your biggest personal challenge with accounting?

SALES

What are your annual sales the last 3 years?

Year1

Year2

Year3

What is your market size for the markets you serve?

What is your market share?

What is your deal-closing rate?

Do you do lost sale analysis?

How are you sales folks compensated?

Do you have auto phone attendant

What are its steps to get a live person?

How do you do you sales execution analysis?

What is the profile of your top 30% customers (SIC, Employees, Industry)?

What is the unique offering you feel sets you apart?

Do you do critical path sales layouts?

Who is currently in charge of sales?

Do you have any wishes today that you think might help that person?

Do you have your sales cycle time?

Do you have ideas on shortening it?

What do you think your biggest sales challenge is?

If you could change one thing right now that would help you what would it be?

What is your biggest personal challenge with sales?

PERSONNEL

Do you do your own payroll?

How many employees do you have?

What classifications are you employees?

How do you do reviews

Do you have a company newsletter?

How is it sent?

Do you have a profile on each employee?

Describe your company culture

Are all your payroll taxes current?

What is your worker comp modifier?

Do you have a company handbook?

Do you have a company employee physical and at what interval?

Have you had any employees ever sue you? If so, why?

How do you recruit for team members?

Do you use any form of Internet based training?

What is your biggest personal challenge with personnel?

MANUFACTURING

Is your manufacturing outsourced?

If not have you ever considered it?

Do you do production analysis which includes waste?

What is your product manufacturing process time? (raw materials till ship)

Do you have a unique process that no one else has?

What is your biggest personal challenge with manufacturing?

COMPUTER

Do you use computers for business?

What configuration and operating system do you use?

Do you have an outside vendor for IT help?

Do you use Voice over IP for Phones?

What kind of connection do you have to the internet (modem, T-1, cable, etc.)?

Do you do daily backups?

Are they stored off site?

Do you do test restores?

What is your biggest personal challenge with technology?

PERSONAL

Are you married?

How long?

Do you have children, if so how many and what gender?

Do you wish to pass your business to your children?

Do you have a personal life statement?

Do you feel you have a work / personal balance?

What is your passion?

Do you exercise?

What is your biggest personal challenge?

What has been your biggest personal win?

Are you involved in any self-improvement programs, (TEC, Landmark, CEO Council)?

Do you subscribe to magazines, If so which ones?

What is the last book you read and when?

What is the one thing that you feel is biggest strength?

Do you have a mentor?

What do you do to sharpen you ax?

SUMMARY

If there was one thing you could improve with your company today what is it?

What is the thing that you feel your company does best with?

What is the one thing that you wish you were more proficient in personally?

What questions in the profile caused you to sit back and wonder why of if the relevance was important and if it was relevant what would you like to do about it?