

Subject: New submission from Bula Network Coaching Assessment - A Deeper Dive
From: "randycantrell@gmail.com" <randycantrell@gmail.com>
Date: Tue, 17 May 2016 02:48:05 +0000
To: RandyCantrell@BulaNetwork.com

Contact Section

Name

Steve Kinder

Email

steve@LOFTwall.com

Constraints And Bottlenecks

Getting new clients

4

Keeping in touch with existing clients

4

Organizing my schedule and work-flow

2

Accomplishing my schedule and work-flow

1

Using social / new media or digital marketing

4

Effective use of technology to make my work/business more efficient

2

Creating/buying profitable products/services to market and sell

4

Multiple revenue streams

5

Buying cycle (time span from marketing to actual purchase)

4

Repeat customers

5

Low or no revenue growth

2

Pricing my work

3

Controlling my costs

3

Turning down low profit work

2

Self-promotion

5

Managing distractions

2

Developing new services/products

5

Deepening my relationship with existing clients

4

Systems to help my business/organization grow or become more efficient

5

My family and other personal relationships

5

Capital

3

Cash flow

2

Customer base

5

Over-promising and under-delivering

1

Managing interruptions

2

Effective communication

4

Knowing-Doing Gap

Getting new clients

I don't know enough. I don't do enough.

Keeping in touch with existing clients

I don't know enough. I do what I know.

Organizing my schedule and work-flow

I know enough. I do enough.

Accomplishing my schedule and work-flow

I know enough. I do enough.

Using social / new media or digital marketing

I don't know enough. I do what I know.

Effective use of technology to make my business/organization more efficient

I don't know enough. I do what I know.

Creating/buying products/services to market and sell

I know enough. I don't do enough.

Multiple revenue streams

I know enough. I don't do enough.

Buying cycle (time span from marketing to actual purchase)

I know enough. I don't do enough.

Repeat customers

I don't know enough. I do what I know.

Low or no revenue growth

I know enough. I do enough.

Pricing my work

I don't know enough. I do what I know.

Controlling my costs

I don't know enough. I do what I know.

Turning down low profit work

I know enough. I do enough.

Self-promotion

I don't know enough. I do what I know.

Managing distractions

I know enough. I do enough.

Developing new services/products

I know enough. I don't do enough.

Deepening my relationship with existing clients

I know enough. I don't do enough.

Systems to help my business/organization grow/become more efficient

I know enough. I don't do enough.

My family and other personal relationships

I know enough. I don't do enough.

Capital

I don't know enough. I do what I know.

Cash flow

I know enough. I do enough.

Customer base

I don't know enough. I do what I know.

Over-promising and under-delivering

I know enough. I do enough.

Managing interruptions

I know enough. I do enough.

Effective communications

I know enough. I don't do enough.

Self-Examination

I achieve half of my daily goals by noon each day.

True

I do my best work late in the day.

False

I often feel like I'm chasing my tail.

False

It's difficult for me to see my business/organization/department operating any differently.

False

I love what I do, but I hate how inefficient I sometimes am at doing it.

False

I hate what I do, but I love how efficient I am at doing it.

False

I don't understand social media.

False

People tell me I need to blog for business, but I don't have the time.

False

I work hard to make people like me.

False

It's important for me to express my opinion.

False

Email marketing is critical to my business/organization.

True

I know exactly the kind of help I need to improve my business/organization/department.

True

I have some idea of the help I need, but I'm mostly worried about what I don't know.

True

I use the term "someday" too much.

False

Most months I feel like I earn what I'm worth.

True

If I had to choose between TIME and MONEY, I'd choose TIME.

True

I work more than 60 hours a week in my business.

False

I enjoy collaboration.

True

I'm easily distracted.

True

I'm most effective when I'm in charge.

False

I don't have time to learn the things that might help me.

False

I feel like I waste time on social media (Facebook, Twitter, LinkedIn, etc.).

False

Most of my clients are in the area where I live and work.

False

I have an office or offline location where I regularly interact with customers.

True

Most of my work is done on the phone, not in person.

False

I serve mostly individuals, not groups.

True

I currently have more time than customers.

False

There's a list of people waiting to do business with me.

True

I get at least one customer complaint a month.

True

I get at least one unsolicited, positive customer testimonial a month.

True

Most of my new customers come from referrals.

False

Technology frustrates me.

False

My business is mostly offline.

False

I wish more of my business were online.

True

I sometimes outsource work or the delivery of my work.

True

All my clients pay on time, or in advance.

True

My accounts receivables are a real problem.

False

I don't worry too much about expenses if I can increase my revenues.

True

I personally know the top people in my industry.

False

The top people in my industry know me by name.

False

Nothing in my business is more important than increasing my net income.

False

Life and work balance is not a problem for me.

True

I lean on others to help me when I get stuck.

True

My business is a constant revenue roller coaster.

True

I'd rather find a free software solution than a paid one.

True

Getting To Know You. Getting To Know All About You.

Name the last book you read.

the naked economy & leaders eat last

What was the last CD or downloadable music you purchased?

an electronica compilation

What is your very favorite TV show?

Mad Men

What is your favorite sport?

baseball, swimming, lacrosse, pool

Describe the ideal time with your family or friends.

I love traveling with my family and kids, we go to our ranch a few times a month and spend time together doing ranch stuff, building, outdoors stuff, being outside of the city. I try to travel with my family/kids 3-4 times a year and give them exposure to different places, ways people live and perspectives

When it comes to close friends:

I prefer just a few.

When talking with my friends, I'd rather:

Meet them face-to-face

My favorite restaurant is:

Locally owned.

I read this many blogs every week:

More than 10

If given the choice:

Watch a 3-minute video.

It absolutely drives me crazy when other people:

don't follow through on their words

I drive other people crazy whenever I:

flip/flop a topic or dont have a strong opinion about some

What is the one thing you'd most love to change about yourself?

need to think more on this....

About Your Business/Organization

Including you, how many people work in your business/organization/department?

11 - 50

How many direct reports do you have?

1 - 3

What is your primary business?

furniture mfg

Which best describes your business/function?

B2B / Product

How many years have you been in this industry?

4-10

My short-term gross revenue goal INCREASES (the next 3-6 months) are:

\$1M to \$5M

My long-term gross revenue goal INCREASES (the next 12 months) are:

\$5M to \$10M

How many people are on your current email list?

15,000

How many active customers do you currently have?

500

What's the average gross revenue per customer?

\$8,000

What's your current gross profit margin?

70%

What's your current net profit margin?

25%

Name the one thing that is working BEST in your business/organization today.

we make stuff pretty quick

Name the one thing that is positively BROKEN in your business/organization/department today.

Growing Sales opportunities, outside sales ppl

Describe your ideal target customer.

A person/company with an open space that needs to create privacy and want to do it in a productive way that really can help their people work better.

Describe your BEST method for reaching your target market?

not really sure yet...

Describe your primary marketing efforts. Include anything you'd like including sales funnels, referral sources, etc.

Seevral sales channels and Representatives, Dealer network, online resellers

Think about the problems facing your business/organization/department today. Rate your current state of awareness of the constraints (the roadblocks, the bottlenecks).

I have a pretty good idea.

If you had a magic wand, what business problems would you fix today?

really having our Sales process and Map clearly developed and the Playbook to support those maps.

Describe the most urgent and important project that you need help to accomplish. Just describe your top one project - the one you think is most urgent and important right now.

Map out Sales Processes and Strategy

Select the best answer to describe this project.

This project has direct revenue implications.

Describe the time frame for this project. In other words, what's your best case scenario to have this project completed, or this problem solved? Do you have a deadline you'd like to hit? Provide any other details you'd like.

June 31st