
CHECKLIST FOR BOOSTING PROFITS

Review this checklist to determine if you've done all you can to boost your company's profits.

Review and Evaluations

1. Have you created and evaluated a pricing review?
2. Are you on top of trading terms and debtors review?
3. Do you review inventory control on a consistent basis?
4. Is there a presentation policy review in place?
5. How consistent is your hourly rate review?
6. Are you conducting product and service evaluations?
7. Are you willing to mystery shop your top competitors?

Employees and Management

8. Do you audit employee timesheets and job cards?
9. Do your sales people have an effective phone script?
10. Do you have a clear call cycle and target market?
11. Does your company have a miscellaneous invoice charges policy?
12. Do you have a guidance tool to help build a brief?
13. Are information packs readily available?
14. Do you have alternative closes?
15. Are you using a scoreboard system to incentivize employees?
16. Do you have a rounding hours policy?

Profits and Selling

17. Is your job profitability matrix up to date?
 18. Do you have a business dashboard?
 19. Are you aware of your needs for breakeven?
 20. Have you implemented a minimum charges policy?
 21. Have you implemented a variations system?
 22. Are you willing to consistently upgrade the sales collateral?
 23. Can you identify critical non-essentials?
 24. Are your databases up-to-date?
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