

SLJ Business Checklist

Vision

1. Do you have a Business Plan?
2. Do you have business goals for 1 year, 3 years and 5 years?
3. What are your business values?
4. Do you know your WHY in your business?
5. Do you know your exit strategy?



Systems & Processes – Technology

1. Do you have a system in which you can capture data?
Such as a Client Relationship Management System
2. Is the data being captured accurately?
3. Does your technology run efficiently?



Systems & Processes – Sales & Marketing

1. Do you have a Marketing Plan?
2. Are you implementing the Plan?
3. Do you know if your Plan is working?
4. Do you have a set sales process?
5. How many sales are you converting?



Systems & Processes – Financials

1. Do you know your numbers? Daily, weekly, monthly
income and expenditure
2. Do you have an effective credit control process?
3. Do you know your payment terms with your suppliers?
Do they work for you?

