

# Reflection Questions

		Before	After
1.	How clearly have you identified the problem your company solves?		
2.	How often do you talk about your customers problems?		
3.	Do you position your customer as the 'Hero' in your story?		
4.	Does your customer know what's at stake if they don't do business with you?		
5.	Do you clearly demonstrate you have 'authority'?		
6.	Do you have evidence of happy customers?		
7.	Do you regularly conduct a 'gap analysis' to identify opportunities?		
8.	Do you have a robust referral process?		
9.	Do you have a CRM system - which is actively managed?		
10.	Do you regularly communicate highly targeted content?		
	<b>OVERALL RATING</b>		

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