

Revenue Engine Performance Check-Up Report



Reading Your Report:		Company Name: Straw, Inc.	
Indicates low risk and good management control in this area.		Address: Chicago, IL	
Indicates medium risk, attention is needed in this area.		Phone Number: 999-999-9999	
Indicates high risk, immediate attention is needed in this area.		E-Mail: info@strawinc.com	
		Web Site: www.strawinc.com	
Overall Revenue Engine Performance Index = 6		Validation Answer	
Performance Questions		Risk	
General:	Yes/No	If Yes,	Risk
1 Do you have a set revenue goal for the current year?	yes	What is your goal?	\$500,000
2 Do you have a written plan for how you will achieve it?	No		Accountability is lacking without a plan from which to measure progress.
3 Do you know how much capital is required to reach your goal?	No	How much?	You have significant financial risk by not knowing the capital impact of your goal.
4 Do you have the required capital or identified a sources?	No	Who is your source?	Identify from where capital will come before you need it. Banks loan money when you do not need it.
5 Do you know when you will require this capital?	No	Enter date needed.	Not knowing when you need capital presents high risk as you cannot set appropriate financial objectives which will later slow or even stop future growth.
General Performance Index Score = 1			
Operations:			
6 Do you know the maximum capacity of your operation?	No	How much?	Not knowing your maximum capacity means you do not fully understand the capability of your operation or how much
7 Do you know how long it takes to deliver one unit of product/service (cycle time)?	No	How long? (in hours)	Cycle time is critical to understanding resource utilization of your operation.
8 Do you know the direct cost of all materials and labor to deliver one unit of product/service?	No	How much?	Without insight into your costs you are at significant risk with regard to cost control.
9 Do you know the constraining resource of your operation?	No	What is it?	Determine your limiting factors or you may sell beyond your capacity to deliver. This is the kiss of death for any business.
10 Do you know the cost to add 1 more of this resource?	No	How much?	Labor is the #1 cost for most businesses. Not knowing resource costs significantly increases your financial risk.
11 Do you know when you will need to add more of the constraining resource to reach your revenue goal?	No	When?	Understanding when to add resources to your current operation reduces both your operational and financial risk.
Operations Performance Index Score = 0			



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Risk		Risk	
Sales:			
12 Do you know your revenue year to date?	Yes	How much?	\$92,500
13 Do you know how many transactions were closed for this revenue?	Yes	How many?	2
14 Do you know the average price of these closed transactions?	Yes	How much?	\$20,000
15 Do you know how many quotes/proposals were written to create the closed transactions?	Yes	How many?	2
16 Do you know how long it takes to make a sale (sales cycle)?	No	How long?	Your cash flow is at risk if you do not understand the sales cycle timing.
17 Do you know how many hours a sales person spends on a sale?	No	How long?	Sales team performance and sales resourcing is at risk if you do not know how long it takes to make a sale.
18 Do you know the cost to add more sales resource?	Yes	How much?	\$50,000
19 Do you know when sales people need to be added to reach your goal?	No	When?	Improve your management risk by understanding when more labor is needed in your sales department.
Sales Performance Index Score = 5			
Marketing:			
20 Do you know how many leads marketing generated year to date?	No	How many?	Lead volume is a key indicator of marketing performance and leading indicator of market and economic shifts.
21 Do you know how many of the leads received became quotes/proposals?	No	How many?	You cannot measure marketing effectiveness without this variable.
22 Do you know how many marketing campaigns year to date?	0	How many?	Lack of knowledge here shows high management risk around the marketing function.
23 Do you have an individual (manager or agency) responsible for managing your company marketing efforts?	No	Manager or agency?	Marketing is the least understood function in most small businesses. Resourcing marketing properly has huge impact on your revenue performance.
24 Do you have a marketing budget?	No	What % of revenue?	No budget shows a lack of cost control and focus on marketing which will negatively revenue growth.
25 Do you know the cost to add more marketing resource?	No	How much?	Labor is the #1 cost for most businesses. Not knowing this number significantly increases your financial risk.
26 Do you know when to add more marketing to reach your revenue goal?	No	When?	Improve your management risk by understanding when more labor is needed in the marketing function.
Marketing Performance Index Score = 0			

