

## How well is your electrical contractor business performing?

Take this quiz and answer some simple questions that cover key areas of business. The results may surprise you...

### Service

- |   |     |
|---|-----|
| 1. We survey our clients regularly to find out how we can better serve them | Yes |
| 2. We have very low rates of warranty and call-back work                    | Yes |
| 3. We choose our clients to fit our way of doing business                   | Yes |

### Sales

- |   |     |
|---|-----|
| 4. Our sales process is effective and consistent                                      | Yes |
| 5. Our sales volumes are continuously increasing                                      | Yes |
| 6. We consistently track our leads, conversion rate and the number of jobs per client | Yes |

### Marketing

- |   |     |
|---|-----|
| 7. The company has a niche for its services and we don't compete on price             | Yes |
| 8. We test and measure the ROI of all marketing activities                            | Yes |
| 9. We have strong business referral relationships where we are the preferred supplier | Yes |

### Team (Employees)

- |   |     |
|---|-----|
| 10. We attract and retain the best electricians/estimators/project managers in our industry | Yes |
| 11. My team can be trusted to do their jobs to the highest standard every time              | Yes |
| 12. Toolbox meetings are held weekly with useful outcomes                                   | Yes |

### Budgeting, Finance and Cash Flow

- |  |     |
|--|-----|
| 13. Suppliers' and contractors' invoices are routinely paid on time                    | Yes |
| 14. Invoices are sent to clients within 2 days of a completed job and are paid on time | Yes |
| 15. The company has the cash flow to achieve its objectives                            | Yes |

### Productivity

- |   |     |
|---|-----|
| 16. Staff are consistently utilised to at least 80% of their potential                      | Yes |
| 17. Our software system tracks the labour & materials of every job and invoices on the spot | Yes |
| 18. We have targets for billable hours to ensure maximum productivity                       | Yes |

## Profitability

- |  |     |
|--|-----|
| 19. Profit margins have increased over the last three years                      | Yes |
| 20. We routinely compare quoted price vs actual cost to assess job profitability | Yes |
| 21. Profits will increase this year by at least 10%                              | Yes |

## Leadership and Direction

- |   |     |
|---|-----|
| 22. I have a clear vision of where the company is going and have written it out in detail | Yes |
| 23. I consistently let my people know when I am proud of their work                       | Yes |
| 24. The company has a business plan which is being used and updated quarterly             | Yes |

## Balance

- |  |     |
|--|-----|
| 25. I work less than 50 hours per week   | Yes |
| 26. My team can be trusted to do their jobs to the highest standard every time | Yes |
| 27. I am happy with the amount of money I make from the business               | Yes |
| 28. I invest time to work on the business every week                           | Yes |
| 29. I exercise regularly and spend quality time with the people I care about   | Yes |
| 30. My business is bulletproof   | Yes |

## How did you go?

Count the number of times you answered 'Yes' and check your score:

**Less than 10:** Well done for sticking with it, you deserve a medal. If you'd like to discover some straight forward ways you can improve your electrical contracting business, free up your time and achieve a better balance (both for your bank account and your lifestyle), call us to arrange a complimentary appointment with one of our experienced business coaches. Nothing to lose, lots to gain.

**10 > 25:** You're doing some things well and other things, well... not so much. When you meet for a complimentary consultation with a Tenfold business coach, they'll help you figure out how to do more of what works and less of the stuff that doesn't.

**26+:** Top marks, you have a real business. Reward yourself with a holiday. What's that? You can't take a holiday because the business needs you? Sounds like you need us. Discover ways to do the right things even better and let us introduce you to our travel agent.