



# Strategic Business Growth Services

WE HELP GROW YOUR BUSINESS

## COMPETITIVE SELF-ASSESSMENT

How adaptive is your company? For each question, circle the description that best applies to you and your company.

\_\_\_\_\_ I. Do you work to identify new market opportunities, even when times are good?

1. Yes, even when times are good.
2. Only when sales are down.
3. We never talk about new markets.

\_\_\_\_\_ II. Are you aggressively developing new product/service offerings, or building new manufacturing capabilities?

1. Recently introduced a new product or capability, and have plans covering the next several years.
2. We are working on a new product, but it has been awhile since we had something really new.
3. Our product has not changed much in several years, and we don't have concrete new product plans going forward.

\_\_\_\_\_ III. Does the CEO spend a significant part of his/her time looking forward/planning for the future, rather than fighting fires/managing day-to-day operations?

1. CEO spends a significant block of time every week looking forward/planning for the future.
2. CEO spends a day here, a day there looking forward/planning for the future.
3. CEO spends very little planning-caught up in fighting fires or operational issues.

\_\_\_\_\_ IV. Do you evaluate whether current customers will be around in a year or two? Will they shift your business to overseas suppliers?

1. Yes, we review key accounts, and gather intelligence on their businesses so we can identify risks.
2. We have close relationships with current customers, but we don't gather intelligence on our customer's businesses.

3. There is nothing we can do to anticipate or predict whether customers will be around in a year or two.

\_\_\_\_\_ V. Are you aggressively selling & marketing (going after new business), or are you waiting for the phone to ring?

1. Aggressive in going after business.
2. There is only so much we can do.
3. We basically rely on current customers.

\_\_\_\_\_ VI. When is the last time you took a significant risk, to invest in a future opportunity ahead of your competitors, or to enter a new market?

1. Do it regularly.
2. One or two years ago.
3. We haven't taken a risk like that in years.

\_\_\_\_\_ VII. How often do you have conversations with customers, salespeople, distributors, vendors, etc. that help you keep your finger on the pulse of the market (i.e. identify risks, emerging needs, trends, and new applications)?

1. Every week.
2. Once or twice a month.
3. Once every few months.

\_\_\_\_\_ VIII. Do you know why customers buy from you and not your competitors?

1. Yes, we understand our competitive advantage (and disadvantages).
2. We have some sense.
3. We have no idea (If you are thinking: "We just do a better job than our competitor" and cannot be more specific, your answer is 3.)

**Total: Scoring** - Add up total points for all responses. If total score is **8 - 12**, you are highly adaptive. If total score is **13 - 19**, you are somewhat adaptive. If total score is **20 - 24**, you are non-adaptive.

To learn how to become more adaptive, call MRC at 610-758-5599, 800-343-6732 or [info@mrcpa.org](mailto:info@mrcpa.org)