



Should You Leave The Status Quo?

The first decision in improving profitable growth is about leaving the status quo. The easy option is to do nothing. Simply stick with the status quo, muddle along, and get your typical growth rates. The more challenging option is to take a calculated risk and leave the status quo, make the necessary changes to your marketing and selling systems, and (potentially) improve your growth rate. Ultimately you must decide if more of the same is good enough.

This checklist will help you decide if you're better off with the status quo or if a change would do you good. Simply answer yes or no.

1. I am happy (or can live) with my current rate of profitable growth.
2. I am meeting or exceeding my growth objectives on a consistent basis.
3. I have calculated the true costs of the status quo to my company and they are acceptable.
4. I have a highly optimized and measurable marketing and selling system in place.
5. The disadvantages (risks, the unknown) far outweigh the advantages of change.
6. Increasing profitable growth is a low priority in my company.
7. My company is able to establish or retain market-leading results.
8. My sales force is accessing and selling key accounts on a consistent basis.
9. We have all of the qualified sales leads we can handle.
10. At least 20% of our proposals result in closed sales.

Score: No = 1 Yes = 0

7-10 Leaving the status quo is your best choice.

5-6 Leaving the status quo is worthy of serious consideration.

0-4 Sticking with the status quo may be your best choice.

Contact us to discuss how we can help you leave the status quo as painlessly as possible and accelerate your rate of profitable growth.