



THE ULTIMATE

PROFESSIONAL 

PRACTICE AUDIT

Your Checklist of Killer Tactics in Financial Admin,
Promotion & Delivery of your Service

INSTRUCTIONS

The Ultimate Practice AUDIT

- 1 With each areas to manage, being: 1/ PROMOTE, 2/ PRODUCE & 3/ PROFIT, there are three tactical facets, split into columns, e.g. for PROMOTE, it is Target, Leads & Sales. **Grade the columns from A to C, with A = Best grade, needs the least work, B = mid & C = one that needs most work**
- 2 Now, starting at the column that needs most work, your C grade, **run through the list of 10 tactics & rate each one out of 10**, with 0 = non-existent , 1 – 2 say = aware of yet not using, 5 = average & 10 being incredibly effective.
- 3 NOW, for each column, **estimate the additional Money you are “leaving on the table”** ,which could come from increased profit, increased effectiveness, less time wasted, staff working better etc. Also, select and write down the top 1 to 3 tactics you want to focus on next.
- 4 NOW, after going through all three sheets, on the Notes page, **add up all your \$ Estimates** of additional money, and state as a total figure for: 1) each area to Manage and 2) an overall Total
- 5 On the Notes page, please write the ideas for improvements. Put your **top 5 ideas on the short list**, ensuring your #1, is the most important one to start with.

Clarity followed by ACTION is key to success!

PROMOTE Checklist – Target, Leads & Sales

Select TARGET: ① A,B or C	Rate	Activate LEADS: A,B or C	Rate	Systemise SALES: A,B or C	Rate
1. Analyse Target Market ② out of 10		1. ONE Page Marketing Plan out of 10		1. Map-out Buyer Process out of 10	
2. Define Your Niche		2. Referrals System		2. Follow-Up & Follow-Up Again...	
3. Company Profile/ Story captured		3. Strategic Alliances Plan		3. Conversion Rate Measured	
4. Capture Purpose & Values		4. Networking System		4. Testimonials Capture and Use	
5. Strengths - Defined & Played to		5. # Referrals vs ALL Leads Measured		5. Proposals – Presented in Person	
6. Rate Clients: A,B,C,D		6. Online – Website/Social		6. Benefits vs Features use	
7. Ideal Internal Team Player Defined		7. Signage - Uniform/ Cars/ Building/ Site		7. You Educate on Value, Not Price	
8. Organisational Chart – extg & 5 yrs		8. Active on Tender Lists		8. Sales Training incl. Scripts	
9. Plans - 5 yr strategic/ Annual Ops		9. Education-Based Collateral used		9. Develop Elevator Pitch	
10. 90 day Plan/ Annual Work Plan		10. Database – Good/ Clean & Used		10. Regular Contact – 90 Days Min	
③ Top Tactics:					

PRODUCE Checklist - Process, Team & Leadership

Install PROCESS: ① A,B or C	Rate	Develop TEAM: A,B or C	Rate	Lead CULTURE: A,B or C	Rate
1. Delivery Basis/ Good Service ② out of 10		1. Team Meeting Rituals out of 10		1. Agreed Purpose & Values out of 10	
2. Templates - Start-up / Typical docs		2. Training – Plan/Ongoing Program		2. Situational Leadership Used	
3. FLOW Chart Delivery Process		3. Identify Slack Team		3. 100% Inclusion by Leadership	
4. Project Resource Wkly Meeting		4. Recruitment System incl On-Boarding		4. Mentorship Program	
5. Optimal Resources/ Equipment		5. Role Descriptions – Clarity		5. Values used widely in business	
6. QC/ QA/ Techn. Checking Process		6. Review Process incl Set Goals		6. Team Alignment session	
7. Operations Manual		7. Review/ Coach Connections		7. Train/ Groom Leadership	
8. Standardise/ Automated Delivery		8. Develop Rules of the Game		8. Support Risk Taking	
9. IT/ Techn- upgrade/ Maintain/ Backup		9. Behavioural Profile Analysis		9. Team Engagement Measured	
10. Project Data Collection Process		10. Truly Celebrate/ Have Social Captain		10. Client Satisfaction Measured	
③ Top Tactics:					

PROFIT Checklist – Report, Margin & Cashflow

Report SCORE: ① A,B or C	Rate	Optimise MARGIN: A,B or C	Rate	Control CASHFLOW: A,B or C	Rate
1. Monthly Dashboard ② out of 10		1. GP%, GP/hr Correct Measure out of 10		1. Cashflow Forecast – 3 mths out out of 10	
2. Budget – Exists & Followed		2. Pricing – Raise/ System		2. Debtors - System incl Debt collect	
3. % Utilisation of Team shared		3. Costs – Reduce/ Control Labour		3. W I P – Tracked and Reduced	
4. Chargeable Hours Measured		4. Client Fit - Dump D Clients		4. Invoice Speed tracked	
5. % Projects on Budget		5. Discounting - Simply STOP!		5. Payment Terms – from 30 to 7 days	
6. Working Cycle Days		6. GPM - More Big Margin Services		6. Terms of Trade – Define/ present	
7. GPM by Category (Project/ Leader)		7. Variations – Systemise/ Improve		7. Liquidity/ Current Ratio Tracked	
8. 5 Ways to Profit Tracked		8. Misc invoice/ Add-ons Charge		8. Asset Repayments - Assess	
9. Monthly Management Report		9. Margin on Sub-consult/ Disburse		9. Debt Servicing levels – Assess	
10. Review Team Goals		10. Review Accountant/ Advisors		10. Monthly Dividend paid	
③ Top Tactics:					

4 Promote	Produce	Profit	Total
			\$.....

Notes:

Short List:

- 5
- 1
- 2
- 3
- 4
- 5

PROMOTE Checklist – Target, Leads & Sales

Select TARGET:	①	Rate A	Activate LEADS:	Rate C	Systemise SALES:	Rate B
1. Analyse Target Market	②	9	1. Select Tactics/ ONE Page Plan	9	1. Map-out Buyer Process	0
2. Define Your Niche		9	2. Referrals System	7	2. Follow-Up & Follow-Up Again...	7
3. Company Profile/ Story		10	3. Strategic Alliances	0	3. Conversion Rate Measured	10
4. Capture Purpose & Values		7	4. Networking	5	4. Testimonials Capture and Use	5
5. Strengths - Defined & Played to		7	5. Referral Leads vs ALL Measured	0	5. Proposals – Benefits + in Person	3
6. Rate Clients: A,B,C,D		9	6. Online – Website/Social	7	6. Educate on Full Value, Not Price	1
7. Ideal Team player Defined		5	7. Signage – Uniform/ Cars/ Building	9	7. Profile - Refresh	7
8. Organisational Chart – entg & 5 yrs		9	8. Tender Lists	5	8. Sales Training incl. Scripts	3
9. Plans - 5 yr Strategic/ Annual Ops		7	9. Education-Based Collateral	7	9. Develop Elevator Pitch	5
10. 90 day Plan/ Annual Work Plan		5	10. Database – Good/ Clean & Used	5	10. Regular Contact – 90 Days Min	7
③ \$ 25,000			\$ 70,000		\$ 25,000	
Top Tactics:						
• Capture Purpose & Values			• Strategic Alliance focus/ plan		• Map-out Buyer Process	
• Ideal Team player Defined			• Measure Referrals/ All leads		• Testimonials – capture & use	
			• Get on Tender Lists – council & GETS		• Educate on Full Value, Not Price	