



# Pre-Work: Business Self-Assessment

Please complete this form before your coaching session and come prepared to discuss with your small business consultant. To see an example, please refer to the “Case Study” document at [chase.com/coaching](https://chase.com/coaching).

Background – *in 10 words or less, please describe:*

## 1. What is your product/service?

## 2. Who is your core customer?

a.) Age

b.) Gender

c.) Income

d.) Geographic Info

e.) Psychographic info (personality, values, activities, interests, opinions)

## 3. Why do customers purchase your product/service?

## 4. How do customers buy your product/services?

## 5. Business issue: Which of the following do you think best describes your current business issue?

a) Sales stagnating

b) Loss of customers

c) Lack of new customers

d) Certain products aren't selling

e) Other

## 6. Assumptions: What assumptions do you have about what's causing your business issue?

a) Target customer:

b) Product:

c) Pricing:

d) Competitive differentiator:

## 7. Core customer: What do you currently do to understand your core customer and their purchase behavior?

a) Do you collect anecdotal feedback directly from your customers?	Yes	No
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b) Do you collect anecdotal customer feedback from your sales team?	Yes	No
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c) If you have a brick and mortar location, do you observe and analyze foot traffic trends?	Yes	No
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d) Do you currently analyze the traffic to your website (e.g., through Google Analytics)?	Yes	No
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e) Do you use social media analytics data to gain visibility into who your followers are (i.e., customers or potential customers)?	Yes	No
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f) Do you use social media to gain insights from your customer base (e.g., tracking and analyzing follower engagement – likes, comments, polling features of Instagram stories, etc.)?	Yes	No
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## Curated Coaching for Entrepreneurs

### 8. Product: How do you learn about your customers' preferences and needs?

a) Have you ever interviewed your customers/potential customers about their preferences when it comes to your products / services? (i.e., one-on-one interviews, questionnaires, focus groups)	Yes	No
b) Do you regularly review sales data from a point-of-sales system or from credit cards to identify trends in purchase behavior or identify your best-selling products?	Yes	No
c) Do you know who is buying your best-selling products?	Yes	No

### 9. Pricing: What do you know about your pricing?

a) Have you ever interviewed your customers for feedback on prices (e.g., SurveyMonkey, questionnaires or anecdotal feedback from customers)?	Yes	No
b) Have you ever tracked how increasing or decreasing prices affects your sales?	Yes	No
c) Have you benchmarked your pricing against your industry and competitors?	Yes	No

### 10. Competitive differentiator: What do you know about the competitive landscape? Complete the chart below.

Direct competitors			
1:	2:	3:	My company
a) How does your product mix/service compare with competitors?			
1 provides:	2 provides:	3 provides:	I provide:
b) How does your pricing compare with competitors? (Choose one)			
My pricing is: Higher Same Lower vs. 1	My pricing is: Higher Same Lower vs. 2	My pricing is: Higher Same Lower vs. 3	Compared to my competitors, my pricing is:
c) What is each company's unique value proposition (i.e., why do customers buy from this company)?			
d) Which sales channels (i.e., brick & mortar, online) drive most of the business?			

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