STRENGTH | WEAKNESS

Hssessment Worksheet

BUSINESS | WORKSHEET

WORKSHEET: PERSONAL STRENGTHS | WEAKNESSES

The chart below will help you identify your strengths and weaknesses and will give you a better idea if you're ready to become a small business owner. Examine each of the skills areas listed in the chart. Ask yourself whether you possess sorne or all of the skills isked in the parentheses. Then rate your skills in each area by marking the appropriate box on the rating scale 1-5 (1 as low | 5 as high).

SALES SKILLS	RATING	
Pricing		
Buying		
Sales Planning		
Negotiating		
Direct Selling to Buyers		
Customer Senice Follow Up		
Managing Other Sales Reps		
Tracking Competitors		
MARKETING SKILLS	RATING	
Advertising Promotion Public Relations		
Annual Marketing Plans		
Media Planning and Buying		
Advertising Copy Writing		
Marketing Strategies		
Distribution Channel Planning		
Pricing		
Packaging		
FINANCIAL PLANNING SKILLS	RATING	
Cash Flow Planning		$\overline{}$
Monthly Financial	1 1	
Bank Relationships		
Management of Credit Lines		
ACCOUNTING SKILLS	RATING	
Bookkeeping		
Billing, Payables, Receivables		
Monthly P&L Balance Sheets		$\overline{}$
Quarterly Annual Tax Preparation		
ADMINISTRATIVE SKILLS	RATING	
Scheduling		
Payroll Handling		
Benefits Administration		

WORKSHEET: TRENGTHS | WEAKNESSES

RATING	
RATING	
RATING	
RATING	

up the numbers. Then apply the following rating scale: should reconsider whether owning a business is the right

u're on the verge of being ready, but you may be wise to of your weaker areas.

to start a new business now.

LP|HR)

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