

	Yes	No	Unsure
Have you created a Unique Service Proposition using Bstar for your practice purpose and strategic vision?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is this purpose or vision clearly articulated in your client communications and online/portal profiles?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does your web site include:			
...a call to action on the home page? For example, a Bstar advisory solution image with an invitation to complete a free Risk Diagnostic (the short RAVDA)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...dedicated pages for each Bstar advisory solution (e.g. Better Business Program, Valuations, and CFO/BoA) with a call to action to download a flyer and/or complete a risk survey?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a copy of the 2020/21 SME Research Report Executive Summary available for download on your web site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are the Bstar advisory solutions flyers displayed and accessible in the foyer of your office?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you using LinkedIn to connect with potential clients using the COVID-19 and SME Research Report messages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In your social media posts or blogs have you been:			
...using the SME Research Report images & texts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...including a call to action - complete a Risk Diagnostic (the short RAVDA)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you like Bstar to customise the advisory solutions to an industry or niche market opportunity? If your answer is yes, please specify what industry:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="text"/>			
Are there any opportunities to collaborate with the following member organisations using Bstar's online 'white labelled' solutions:			
...Chambers of Commerce, Government bodies etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...Industry or Franchise Groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you prepared a list of centres of influence who have customers that match your ideal client profile?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does your centres of influence relationship management plan include:			
...your key contact(s) completing a short or full RAVDA?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...conducting a Masterclass for them, so they experience first-hand and understand the benefits & value of your advisory solutions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you formalised a Client Referral Program with your staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you formalised a Client Referral Program with your clients?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you use the short or full RAVDA when on-boarding new clients?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you using Industry Valuation Benchmarks Reports as a 'hook' to engage new clients when promoting your valuation services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After completing a RAVDA, if a new client wants to know more about your advisory solutions, do you provide a copy of the ABC Design case study report?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>