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| |  | | --- | | **3 Categories of Questioning Successful Consultants Should Memorize**  **Aug 21, 2014**  **Guest Post by Kathy Bentz**  **Great consultants ask good questions!**  **There are three critical measurements that denote the overall health and well-being of any organization:**  **1.  Employee Engagement**  No company, small or large, can remain competitive in their chosen market without employees who believe in the mission and know what they need to do to achieve it. That’s why it is critical for all companies to measure the level of employee engagement at least once a year … anonymously by asking questions about:   * + Their feelings for leadership of the organization   + The strategic objectives of the owner or executive team for the next five years   + How the company handles their human resources   + How they personally impact the company’s business results   + How comfortable they are with the way the company manages processes   + How the company measures and analyzes internal knowledge and data   + Company rules when it comes to managing customers   **2.  Customer Satisfaction**  Don’t just ask your good customers; ask the ones who haven’t ordered in awhile or the ones who don’t order in the volume they did previously. Asking them one simple question, “How likely are you to recommend us to a friend?” will speak volumes and provide the company with the right business direction.  **3.  Cash Flow**  Ask the business owners how they measure their cash flow. Be specific about the definition of cash flow. They need to be looking at true, raw cash flow and how it moves through the company.  **So, how can all of that help you as a business consultant or coach?**  **Concentrate your questioning around those key issues. If you don’t have these three categories for questioning built into your repertoire, MEMORIZE THEM!**  **1. How do you measure employee engagement? How often do you do it, and what do you do with the results?**  **2. How do you measure customer loyalty? How often do you do it, and what do you do with the results?**  **3. Does your current cash flow situation allow you to return cash to shareholders, pay down debt, and/or borrow more to grow faster? If not, how much do you need to do so?**  **Kathy Bentz**  is a Support Analyst at [Resource Associates Corporation](http://leadingwithquestions.us3.list-manage1.com/track/click?u=4320a50bc672b2862b6f985c0&id=00105a0502&e=f8f9a9fe45) where she helps entrepreneurs build successful coaching and consulting practices.   She also works with youth to help them build successful lives.” | |