



Offerings Worksheet

Determine if Your Business Would Benefit From Changing the Number of Products or Services it Offers.

Before expanding your business's offerings, you need to determine how it will impact finances and your ability to provide quality customer service. You might also find that your business is already being stretched thin because it offers too many products or services. Please take about 30 minutes to complete this worksheet, which should help you decide the optimal number of offerings for your business.

1. Describe your company's Best and Highest Use®: What does your company do best? Why do customers value your business?

2. Determine which offerings are high revenue generators, moderate revenue generators or marginal revenue generators.

3. List any products or services that are an obvious strain on your operations and internal resources. What kinds of revenue generators are they?

4. List any current products or services that might be cannibalized by new offerings that you are considering. Next, write down ideas on how to avoid undermining them.

5. How would your business's infrastructure and internal processes manage the extra work generated by new products or services? Map out what you would need in place to avoid over-taxing your business's resources.
