

# Quarterly Business Review Template

A quarterly business review (QBR) is an essential tool for assessing your business performance, understanding your financial health, and planning for the next quarter.

This template will guide you through a quick yet thorough review process to keep your business on track for the upcoming quarter.

**Estimated Time to Complete: 60 Minutes**

# Review Your Financial Health

Start by reviewing your revenue, expenses, and profit margins to get a snapshot of your financial health. Complete the following fields to assess your financial status.

## 1.1 Revenue

Total Revenue this Quarter

Compare with previous quarter or forecast

Revenue Trend

Up

Steady

Declining

**Action:** If revenue is declining or stagnant, which products/services are underperforming? How can you focus on higher-margin or best-selling products/services?

## 1.2 Expenses

Total Expenses this Quarter

Major Expense Categories (e.g., payroll, marketing, operational costs)

**Action:** Identify areas to cut or optimise. For example, negotiate better supplier rates or reduce spend on underperforming marketing channels.

## 1.3 Profit Margins

Gross Profit Margin

Net Profit Margin

**Action:** If margins are low, can you increase prices on premium products or bundle items for higher value?

# Assess Your Cash Flow

Review your cash inflows and outflows to ensure your business is managing cash flow effectively.

## 2.1 Outstanding Invoices

Total Outstanding Invoices

Number of Overdue Invoices

**Action:** Implement a follow-up process (e.g., automated reminders, early payment discounts) using accounting software like Xero or QuickBooks. Offering a 2% discount if invoices are paid within 10 days could motivate clients to pay faster.

## 2.2 Upcoming Expenses

Major Expenses Expected in the Next Quarter

**Action:** Set aside funds for these expenses or consider financing options if necessary.

## 2.3 Emergency Funds

Total Reserves (Months of Operational Costs Saved)

**Action:** If reserves are low, work on building 3-6 months of operational costs for lean periods. You might also consider Prospa Line of Credit for easy access to up to \$500K in funding to cover unexpected cash flow gaps.

# Track Key Performance Indicators (KPIs)

KPIs help you measure the effectiveness of your strategies. Review the following KPIs and track them for the current quarter.

## 3.1 Customer Acquisition and Retention

New Customers This Quarter

Repeat Customers

Customer Retention Rate

**Action:** If retention is low, evaluate follow-up processes, loyalty programs, or post-sale engagement strategies like email follow-ups or personalised offers.

## 3.2 Marketing Performance

Previous quarter

Total spend on marketing

Paid social ads spend

Social media followers

Leads generated

Engagement (likes, shares, comments)

Conversions

Goals for Next Quarter

Social media goal

Leads goal

Target paid social ads spend

Conversion goal

**Action:** Analyse your performance from the previous quarter and set your goals for the next one. Reflect on what worked and where you can achieve quick wins, then allocate your marketing budget to these activities for the upcoming quarter.

## 3.3 Operational Efficiency

Average Order Fulfillment Time

Productivity Bottlenecks

**Action:** If order fulfillment or any other process is taking longer than expected, consider using automation tools or outsourcing tasks to improve efficiency.

# Plan for the Next Quarter

Now that you've assessed your financial health and performance, it's time to focus on goals and strategy for the next quarter.

## 4.1 Set 2-3 Key Goals for Next Quarter

Goal 1 (e.g., increase revenue by 10%)

Goal 2 (e.g., reduce overdue invoices by 25%)

Goal 3 (e.g., improve lead conversion rates by 15%)

**Action:** Break these goals down into monthly or weekly tasks. For example, if your goal is to increase revenue, calculate how many new customers or sales are needed each month.

## 4.2 Refine Marketing and Sales Efforts

Which marketing channels are most effective?

**Action:** Focus on high-performing channels (e.g., increase ad spend on Facebook, refine email list segmentation, explore new platforms for paid ads).

## 4.3 Adjust Pricing or Expenses

Are your prices competitive?

**Action:** Consider raising prices on premium products or bundling products for better value.

Are there any expenses you can cut or optimise?

**Action:** Identify unnecessary expenses or renegotiate supplier contracts to reduce costs.

# Final Thoughts and Next Steps

Now that you've assessed your financial health and performance, it's time to focus on goals and strategy for the next quarter.

## 5.1 Review Your Action Plan

After completing this review, you should have a clear action plan for the next quarter.

**Action:** Prioritise your tasks and set up reminders or deadlines to keep you on track.

## 5.2 Download and Save Your Template

Keep this quarterly review template as a document you can refer back to each quarter. Regular check-ins will help you stay on top of your performance and keep you on track for long-term growth.

**Congratulations on completing your quarterly business review!** By taking this time to assess your performance, you've set your business up for a stronger, more focused next quarter.