



Business Marketing Evaluation

Name: _____ Title: _____

E-mail: _____ Phone: _____

Company Name: _____

Address: _____

Years in Business: _____ Number of Employees: _____ Number of Sales Reps: _____

Website: _____

Additional Comments: _____



1. I would be more effective at marketing my products and/or services in my business if only I was better at:

(Rate each on a scale of 1 (low need) to 10 (critical need))

Differentiating my company from the competition _____

Recognizing who my target or Preferred Client is _____

Understanding what my target audience values from my type of business _____

Knowing where to spend my marketing dollars for the best results _____

Generating more leads _____

Turning more prospects into customers _____

Generating more referrals _____

Building earned media attention _____

Developing marketing materials that educate my clients and prospects _____

Developing a website that actually generated business for my company _____

Writing ads that get my prospects to take action _____

Learning how to utilize the internet and technology to build my business _____

Learning how to create and use a marketing budget and calendar _____



2. How much do you think not doing the above will cost you in money terms over the next 12 months? Be specific with a dollar amount.

3. What is the biggest obstacle to improving your Marketing and Lead Generation at this time?

4. Please describe your business: What do you do?

5. Is your business currently a. Growing ___ b. Stagnant ___ c. Declining ___

By what percentage? _____%



6. What things are most important to your prospects when purchasing your product or service? (In order from most important to least)

A.)

B.)

C.)

D.)

7. What are the biggest frustrations your prospects have when doing business with your type of company?

A.)

B.)

C.)



8. Why would a prospect prefer your company over your competitors? What are the top 5 advantages of doing business with you? Give specific reasons.

A.)

B.)

C.)

D.)

E.)

9. What emotions or feelings might the typical prospect be having before, during and after the sale (anger, fear, confusion, scepticism, etc. towards their situation, the industry, your company, product, and/or service)?

A.

B.

C.

D.



10. Under what circumstances does the typical prospect start to think about buying what you sell? Be specific.

11. If a close friend of yours needed to buy from, or hire a company such as yours and needed your advice, what would you teach them so that they could make the best decision?

A.)

B.)

C.)

D.)



12. List the biggest challenges YOU face in the areas of sales and marketing --be specific (i.e. "my sales people are having a more difficult time trying to make appointments and here's why...")

A.)

B.)

C.)

13. What is your competitive environment like? (Do you have direct competition? Indirect? Of what types?)

14. List your TOP 3 biggest competitors and their strengths

A.)

B.)

C.)



15. What media do you use to communicate your messages to your marketplace?
(Newspapers, radio, telemarketers, Salespeople, direct mail, etc.)

A.)

B.)

C.)

16. Has your marketing environment changed over the last 1 to 5 years? Example:
We used to use yellow pages, run ads, send mail, have salesmen, etc. that
generated all the business we could stand, and now those things don't work
anymore.

17. Where's the first place prospects look when they need your product or service
(i.e., yellow pages, online, etc.)



18. Describe your sales and marketing process, step by step:

19. Describe your target market along with a description of the average customer purchasing your product or service:

20. How has the current economy affected your business?

21. What was your annual revenue for the past 3 years?

_____ / _____ / _____



22. What is your projected annual revenue for the current year?

23. What is your projected annual revenue for next year?

24. What will you need to do to accomplish this revenue goal?

25. How many leads do you currently generate on a monthly basis?

26. How many of those leads do you convert to clients?



27. How do you currently generate your leads?

28. How many clients do you currently serve?

29. Do you have and use a marketing plan?

30. Do you have and use a marketing calendar?

31. Do you have and use a marketing budget?

32. Describe the vision or picture for your business in 5 years.

Please either scan and email to clientinfo@marketblazer.com or fax to 770-234-6088.