

Do You Need The Marketing Group?

Differentiation

Can you name at least three things that set you apart from the competition?	Yes	No
Do you have a plan to develop differentiating strategies for your business?	Yes	No
When you speak to a potential new customer, do you use words that set you apart from the rest and immediately capture the customer's attention?	Yes	No

Selling Skills

Do you communicate the benefits of your product or service in all of your promotional literature, websites, letters etc?	Yes	No
Do your key team members spend at least 25 hours a year learning leading edge sales skills?	Yes	No
Do you have an effective lead generation process in place?	Yes	No
Do your sales team always achieve target?	Yes	No

Sales and Marketing Tactics

Have you tested Telemarketing to attract new customers?	Yes	No
Have you tested Direct Mail to attract new customers?	Yes	No
Have you tested PR to attract new customers?	Yes	No
Are your advertisements powerful direct response advertisements that compel the reader to contact you?	Yes	No
Do you advertise in certain publications just because your competitors do?	Yes	No
Have you tested pay per click search engine advertising?	Yes	No

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Have you tested Internet Advertising	Yes	No
Do you send regular email communications to your customers and prospective customers?	Yes	No
Do you have ongoing communication with qualified leads consisting of phone calls, letters and emails?	Yes	No
Do you obtain and use testimonials from your best customers?	Yes	No
Do you have a referral system in place that generates NEW business?	Yes	No

Customer Service

Do you take amazing care of your current customers?	Yes	No
Do you communicate by mail, email and telephone on a frequent basis to your current customers to ensure they know what you have to offer?	Yes	No
Do your current customers "love" you?	Yes	No

If you have ticked less than four of the shaded boxes we suspect you are doing rather well, if you have ticked more than four shaded boxes you might find it useful to have a discussion, if you have ticked ten or more of the shaded boxes we suspect that we should talk urgently!

Whatever your score, we might be able to make a dramatic impact on your business!

Just give me a call to discuss the possibilities – Graham Phillips 01606 734100