

## Marketing Assessment

Find out how you're doing with your marketing.

**It helps if you take a scientific, professional view of your marketing.**

The only real way to know if you need marketing help is to score yourself as objectively as possible in each of the **Five P's**.

This Marketing Assessment is designed to help you understand exactly where you are at this moment with your marketing. **What's working, what's not working and where do you need to pay the most attention to improve your marketing?**

Each member of your top team should do the assessment independently and then the answers compared or consolidated. Divergent opinions is a good thing – it promotes discussion and highlights different perceptions and areas of concern, and priorities.

**Score yourself from 0 to 5 for each statement.**

**5 = this area is in brilliant health!**

**0 = this area has one foot in the grave!**

**A Note About the Assessment:** The areas in the Assessment are all **action-oriented items**. They are the things you need to be, do and have for powerful marketing. Improving **any** of these areas can have a major impact on your marketing effectiveness. The trick is knowing **what** to improve and **how** to improve it.

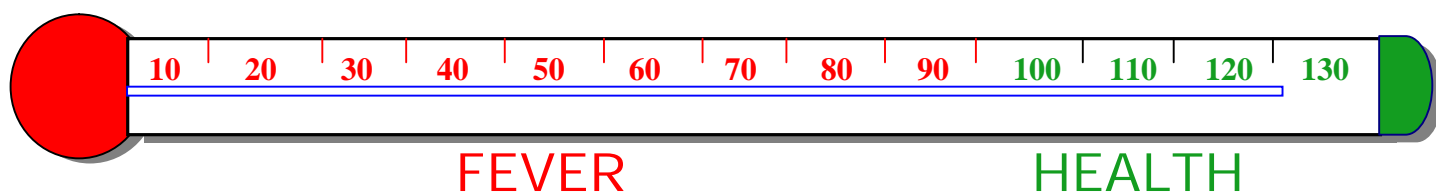
<u>Area of Marketing</u>	Score
<b>Positioning</b> <b>Solution.</b> I have a clearly articulated solution statement for my business (Audio Logo) that tells what problems I solve and what solutions I provide my clients.	
<b>Target.</b> I know who my clients are, where they are and what benefits and features they are looking for in my kind of service.	
<b>Benefits.</b> I have outlined a number of specific client-centred benefits that my clients receive when they use my services.	
<b>Uniqueness.</b> I have a Unique Competitive Advantage that explains why I am different than my competition and what that means to my clients.	
<b>Qualities.</b> I am clear about the unique qualities I bring to my business and people know me for those qualities.	
<b>Total</b>	

<p><b><u>Packaging</u></b></p> <p><b>Identity.</b> I have an attractive and appropriate "business identity package" with cards and letterhead printed with my own unique company identity.</p>	
<p><b>Value.</b> Everything that I offer my clients is presented as a value to the client. I always answer their question: "What's in it for me?" This is presented in a one or two-page "Executive Summary."</p>	
<p><b>Services - What You get.</b> My services, what I do and how I do it, are clearly presented in a brochure, marketing package or web site. It's no mystery what you get.</p>	
<p><b>Pricing and Proposals.</b> I have a well-defined pricing strategy and proposal outline.</p>	
<p><b>Personal Presentation.</b> Everything about my business, including my personal presentation are presented in a way that truly represents who I am.</p>	
<p><b>Total</b></p>	
<p><b><u>Promotion</u></b></p> <p><b>Relationship.</b> Through all my promotional vehicles people get a sense of who I am and what my services are really about.</p>	
<p><b>Referrals Systems.</b> I have several ways to actively generate referrals from existing clients. Referrals are one of my strongest sources of new clients.</p>	
<p><b>Visibility Systems.</b> I stay visible to my target market and expand my credibility through networking and a web site.</p>	
<p><b>Expertise.</b> I communicate my expertise to my target market through speaking to groups and writing/publishing articles.</p>	
<p><b>Keep-In-Touch Systems.</b> I send information to clients and prospects on a regular basis through a newsletter, eZine or other mailings.</p>	
<p><b>Total</b></p>	
<p><b><u>Persuasion</u></b></p> <p><b>Focus.</b> Whenever I speak to someone about my services and their needs, I am totally focused on what I can do for them - how I can help.</p>	
<p><b>Needs.</b> I am skilled at building rapport by learning the past and present situation of my prospects through a series of well-thought-out questions.</p> <p><b>Objectives.</b> I am skilled at motivating my clients to use my services by discovering what future objectives are the most important to them.</p>	

<b>Presentation.</b> I have a well-structured and well-organized presentation designed to inform my prospects about exactly how I can solve their problems and meet their objectives.	
<b>Recommendation.</b> I am successful in asking for the business. I know what to say and do to win a prospect's commitment to my services.	
<b>Total</b>	
<u><b>Performance</b></u>	
<b>Communication.</b> I understand that the key to successful client engagements is clear communication. I work constantly at improving this skill.	
<b>Promises.</b> I make clear, unambiguous promises for what I will deliver and what results clients can expect when I undertake an assignment or project. I keep my word.	
<b>Requests.</b> I make crystal-clear requests of my clients so they know what I expect of them in a client engagement. They understand that we are partners.	
<b>Extra Mile.</b> I don't just offer good service. I do everything in my power to deliver service that consistently exceeds clients' expectations.	
<b>Personal Performance.</b> I stay motivated and true to my personal vision of my business. I get the things done not only for my clients but also for myself to make my business successful.	
<b>Total</b>	
<b>Grand Total</b> (out of a total possible 125)	

**OK, now that you know your score** (and hopefully aren't too depressed), it's time to check out some of the PMS Research Questions.

## Your Company's Marketing Thermometer



For more information on how to get the most out of your team's marketing assessments, contact Rob Jones at *Excelerate Business Solutions Ltd.*

Tel : +64 (9) 834 6068

Mobile : +64 21 114 2614

Email: [rob.jones@excelerate.co.nz](mailto:rob.jones@excelerate.co.nz)