



\$ Profit Builders Inc.

**BUSINESS
CONSULTANT**

Good solutions for your business!

Helping You Out-Think, Out-Perform and
Out-Earn the Competition-Risk Free & Guaranteed!

MARKETING EVALUATION

1. What is your target market and how did you arrive at it?
2. What is your Unique Selling Proposition or USP? (Why do people buy from you)?
3. Is your USP a consistent theme in all of your marketing and sales efforts?
4. If yes, how, and if no, why not?
5. Briefly describe your marketing program or marketing mix (All the different types of marketing you use and how they interrelate – i.e. yellow pages, spot advertisements, direct mail, direct sales, telemarketing, etc.).
6. Who are your biggest competitors, if any?
7. What does your competition offer that you do not?
8. What steps do you take to offset their advantage?
9. Are they working?
10. If not, what needs to be changed?
11. What is your competitor's biggest failing and how do you specifically fill that void?
12. Do you use direct response marketing concepts?
13. If not why not?
14. How much time each month do you devote to marketing?
15. Do you have a marketing director?
16. If so, describe his/her primary responsibilities and duties?
17. Do you provide incentive bonuses to your employees for creating new and better marketing methods for your company?
18. Explain.
19. What are your market potential (universe) and your current share of that market?
20. What ways have you attained your existing customers or clients (from best to worst)?
21. What does it cost you to get a new customer or client?

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22. What are the average sales and profits generated from a new client in the first year?
 23. How is that information useful in your overall marketing strategy?
 24. What is your biggest and best source of new business?
 25. Are you doing everything possible to secure this business?
 26. If no, why not?
 27. What is your biggest marketing problem or challenge today?
 28. Describe it in its entirety as candidly and directly as possible.
 29. What are the personal, financial and transactional implications it may impose?
 30. What change is required to satisfy your projected vision of your business?
 31. After the initial sale, are there systematic, formal methods you use to communicate and resell your client?
 32. If so, what are they?
 33. If not what should they be?
 34. Do you have a systematic back-end?
 35. Describe how it works?
 36. If you had as much money as you wanted, what would you do to improve your marketing?
 37. If you had as much money as you wanted, what would you do to improve your product or service?
 38. What impact would that have on your clients or customers?
 39. Do you have a written marketing plan that you adhere to?
 40. If so, explain it?
 41. Is the plan based on a fixed budget number or is it a variable percentage of sales?
 42. What do your clients or customers really want?
 43. How do you know?
 44. Why do your clients or customers buy from you?
 45. Do they buy exclusively?
 46. Do they also patronize your competitors?
 47. What steps can you take to get the main portion of their business?
 48. What problem does your product or service solve for your customer or client?
 49. Describe your client's or customer's needs?
 50. What is the positive result your product or service provides?
 51. Do you have an adequate supply of client or customer testimonials?
 52. Is there a system in place for their capture?
 53. Are they written, on audio or video, and how are they used in your marketing?

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54. Why would the testimonials be dramatic, and compelling to others?
 55. Describe the best specific achievement you have produced for one of your clients.
 56. Is your in-bound telemarketing operation well-trained to close sales?
 57. Is your in-bound telemarketing operation well-trained to increase the average order?
 58. Do you actively solicit referral business?
 59. If so, how does it work and if not, why not?
 60. Have you ever tried to reactivate your former clients or customers or non-converted prospects?
 61. Explain.
 62. Have you ever tried selling your non-converted prospects to your competitors?
 63. Explain.
 64. Do you make consistent efforts to communicate with and educate clients about what your company is doing to help them?
 65. How formal, informal, or systematic is the process?
 66. In what ways do you try to up-sell and/or cross-sell your clients or customers?
 67. Are there other ways to different products/services you could be selling but aren't?
 68. Do you need to make money on the front end or are you satisfied with only making it on the back end?
 69. Explain.
 70. Do 80% of your sales come from 20% of your clients or customers?
 71. What are the implications of what you've discovered?
 72. Do you ever barter your products, services, or assets with other companies in exchange for their products, services or assets?
 73. Explain how it works.
 74. Do you use bonuses in all your sales/marketing propositions?
 75. How does it affect the response?
 76. Do you use risk-reversal in your marketing propositions?
 77. Explain its effectiveness.
 78. What kind of guarantee or warranty do you give your clients or customers?
 79. How does it compare with your competition or with the industry at large?
 80. How do you capture the names, addresses, and phone numbers of all your clients and prospects?
 81. Do you use them in your marketing programs?
 82. What is your selling season, if any?

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83. Are you looking to sell other complimentary products or services during the slower period?
 84. If so, how do they interrelate?
 85. What is your customer or client attrition rate?
 86. Is that normal?
 87. If it's too high, what do you think is the reason?
 88. If it is lower than average, why?
 89. How can your client or customer attrition rate be improved?
 90. Do you contact them frequently and will complete propositions or offers?
 91. If so, describe completely what you do.
 92. Briefly describe the niche you fill in the market place and in the client or customers mind.
 93. Are they the same?
 94. What primary method of generating clients was used to build your business/career?
 95. Which of your marketing or sales efforts brought in the bulk of your sales or clients?
 96. What percentage of your business comes from this particular effort?
 97. Do you test the various aspects of your marketing and selling activities to make sure they're producing the best and most profitable results?

[When you have completed your answers to these marketing evaluation questions please contact us and we'll go over your answers. Thank you.](#)