



\$ Profit Builders Inc.

**BUSINESS
CONSULTANT**

Good solutions for your business!

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

SPECIFIC MARKETING TECHNIQUES EVALUATION

1. How well connected or how involved am I with my clients at the sales/networking or transaction level (do I still sometimes take orders or sell or follow up)?
2. What ongoing sales/networking efforts do I personally perform today?
3. How do these functions differ from those I performed when I started my business/career?
4. Where do my clients come from specifically (demographics)?
5. Would I rather attract more new clients or garner more money from my existing clients, and why?
6. Who else benefits from my success, excluding my clients, my employees, and my family members?
7. How many of my suppliers/business colleagues would be motivated to help me grow my business more because it will directly benefit them at a very high level?
8. Who are they?
9. When I create a new client for my business or profession, who else have I directly created a new client for?
10. How have my methods for doing business, or the product or service line(s) I market, changed since the inception of my business?
11. What are my sales per employee or personal/departmental performance levels?
12. Is that above, or equal to my industry average?
13. What is the lifetime value of my typical client (or my contribution to explore) (how much revenue will he or she generate for me over the entire period he or she does business with my company)?

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14. What is the biggest client complaint about my company and how does my company successfully address this problem?
 15. What is my unique selling proposition or USP? (Why do my clients buy from me – what is it about my product and/or service that distinguishes me from my competition? Do I have more than one USP for different products/services or segments of my business?)
 16. Is my USP a consistent theme in all of my marketing and sales efforts? If yes, how, and if no, why not?
 17. Briefly describe my marketing program or marketing mix (all the different types of marketing I use and how they interrelate – i.e. sales letters, direct mail, direct sales, personal networking, Yellow Pages, spot advertisements, etc.).
 18. What are my market potential (universe) and my current share of that market?
 19. What does it cost me to get a new client? (If I ran an advertisement that cost \$1,000 and I obtained two new clients, my cost would be \$500.) Translate this to whatever your acquisition costs are.
 20. What is my biggest and best source of new business, and am I doing everything possible to secure this business?
 21. How many better ways could I reduce the risk of transaction, lower the barrier of entry, or reduce the hurdle for my client to make it easier for that person to do business with me?
 22. After the initial sales, are there systematic, formal methods I use to communicate and resell to my clients – strengthening the relationship and bonding them to me?
 23. Can I measure, compare, or quantify the tangible impact I make on my clients?
 24. Do I need to make money on first-time buyers, or am I satisfied with only making it on the back-end (reorders), short- or long-term strategy.
 25. What is my average order, transaction size, amount, and what are the steps I can take to increase it?
 26. Are the marketing elements of your business either totally quantifiable or can they be easily made quantifiable?
 27. Do you run an on-going advertising or direct mail that's ineffectual but you continue to spend a lot of money every month on it?
 28. Do you have a sizable complement of field or “in—house” salespeople you're not optimizing?

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29. Do you have a tone of past customers and prospects you never work, solicit or attempt to actively resell?
 30. Do you have a marketplace posture that's a natural "host" for other kindred or synergistic products or services?
 31. Are you making all your money "up-front" but have no real existing "back-ends"?
 32. Do you engage in lead or prospect generating, conversion and reselling but perform these functions poorly?
 33. Do you have valuable intangible assets but are not utilizing them?
 34. Are you unimpeachably honest and ethical and have references that check out without a blemish? In other words, are you "rock-solid" because you provide quality products or service and you'll honor, dutifully, your contracts and commitments to pay people when the money is due?
 35. What can you improve immediately for getting new business?

SPECIFIC MARKETING EVALUATION

SPACE ADVERTIZING

1. What is your advertising philosophy?
2. What influenced or forged your thoughts on this?
3. Describe how you embody it into our ads, or do you?
4. Do you use Direct Response Advertising?
5. Are your ads working?
6. How do you know?
7. Do you use two-step advertising (i.e. step one generates qualified leads, step two converts those leads into clients or customers)?
8. If so, describe it.
9. What's your conversion ratio (In other words, out of every x leads you get by customers or sales)
10. What different techniques have you used to improve your conversion ratio?
11. What is your advertising cost per sale?
12. Have you tested different approaches to get better results?
13. What have you done?

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14. Do you use conversion kits (package of follow-up materials) to convert prospects to sales?
 15. If so, describe it.
 16. If not, describe the steps you take to convert a prospect.
 17. Do you test the different aspects of your advertising?
 18. What do you test?
 19. Copy?
 20. Offer?
 21. Price?
 22. Media?
 23. Headlines?
 24. Size?
 25. Publication position?
 26. Illustrations?
 27. If so, what did your test tell you, you did not know before?
 28. What is the most consistent way you attract customers or clients to your business?
 29. How much do you spend to bring in a new client or customer?
 30. How much is the initial sale worth?
 31. What have you learned categorically about conversions?

DIRECT MAIL

32. How much prospecting mail do you drop each month?
33. To whom?
34. Why?
35. Do you use a list broker?
36. If not, where do you get your names from?
37. How could you use non-competing companies who sell complementary products/services (i.e. a carpet cleaner approaching a carpeting company)?
38. Do you test the different aspects of your mailing?
39. What do you test?
40. Copy?
41. Offer?
42. Price?

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43. Media?
 44. List?
 45. Headline?
 46. What is the return on investment for your mailings?
 47. How do you think it could be improved?
 48. How often do you mail to your own list of clients or customers?
 49. How often does a typical client or customer buy from you?
 50. Can that be improved?
 51. If so, how?
 52. Is your mail informational or do you solicit additional sales from them?
 53. Do you rent out your client or customer list or prospects list?
 54. Explain.
 55. Have you used telemarketing as a follow-up to a direct mailing?
 56. If yes, what is its effectiveness?
 57. If not, why haven't you?

SALES

58. If you have a sales force, how are they compensated?
59. Have you tried different types of compensation programs?
60. What was their effect on sales?
61. If you use another direct sales form (independent sales reps, dealers, and manufacturers' reps) have you ever compared the results to an inside or outside sales force?
62. Do you have a sales manager?
63. Describe his duties and objectives?
64. How do they coincide and fit with the overall marketing strategy of your company?
65. What is your gross and net income per salesperson?
66. What are methods you can use to improve it?
67. How much time do you personally devote to sales or salespeople?
68. What is your average order amount?
69. What steps can you take to increase it?
70. Do you do anything at the point of sale to increase the order or add on other products or future products or services (up-sell)?

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71. If so, what?
72. How much professional sales training have you had?
73. What type of sales training do you offer your sales people (both junior and senior)?
74. How long does it take you to fill an order after you receive it?
75. If you improved your time would it have a dramatic effort on your sales?
76. Is “buyer’s remorse” a problem for you and if so how do you overcome it?
77. Do your clients or customers feel your customer service department is prompt and courteous?
78. Explain.
79. What type of training do you offer your service personnel?
80. What kind of joint ventures have you tried?
81. What kind of joint ventures have you have tried?
82. What other unusual tactics have you tried or should you have tried?
83. Explain.
84. Have you ever created proprietary concepts or ads or mailings pieces that could be sold or licensed to other businesses outside your marketing area?
85. Explain.
86. Do your vendors have a direct financial interest in your growth and ultimate success?
87. Explain.
88. Have you gone to your vendors in the past for financial support, advertising assistance, etc.?
89. If yes, describe the result.
90. If no, which vendors might be most benefited by your continued and expanded success and growth?
91. Why?
92. Have you ever tried “per-inquiry” advertising (paying per inquiry or sale produced by an ad)?
93. How did it do?
94. How do you use a public relations strategy to complement your marketing?
95. If your business gets into a serious bind (cash flow, slumping sales, etc.) how would you get out of it?
96. Explain, and detail important strategies, philosophies or tactics you’ve learned from others.
97. How have you profited from this information?

THE TEN BIGGEST MARKETING MISTAKES EVERYBODY IS MAKING.

ARE YOU MAKING ANY OF THEM?

1. Not testing all aspects of your marketing
2. Running Institutional Advertising Instead of Direct Response Advertising
3. Not Ascertaining and Developing Your Unique Selling Proposition.
4. Not Having a Back-End.
5. Failing to Determine and Address Your Clients' Needs and Prospects' Needs.
6. Forgetting that you have to Both Sell and "Educate" Way Out of A Problem.
7. Failing to Make Doing Business with Your Company Easy, Appealing & Desirable.
8. Failing to tell Clients the "Reason Why."
9. Not sticking with Marketing Campaigns that Are Still Working
10. When Preparing Marketing Tools Forgetting to Focus on Intended Client and No one Else.

Almost every business with which we have consulted is guilty of no less than ten marketing mistakes that need to be corrected immediately, before they can improve their profit performance. You or your business is probably making the above referenced mistakes. Eliminating just one or two of these ten errors can catapult your business beyond everyone else's. Incorporate all of them and the sky's the limit – literally.

MARKETING DOCUMENT EVALUATION

Please provide a copy of any of the following:

1. Guarantees
2. Advertising Materials
3. Direct Mail Materials
4. Telemarketing Scripts
5. Special Event Materials
6. USP – Your Unique Selling Proposition
7. Public Relations Materials
8. Offers Made to Clients/Prospects
9. Point of Sale Promotions
10. Endorsement Materials
11. Joint Ventures Materials
12. Host Beneficiary Materials

[When you have completed this evaluation please submit your answers to us. Thank you.](#)