



MARCOM ASSESSMENT WORKSHEET

Use this worksheet as a tool to begin gathering the necessary background for your marketing communications plan. The responses will help guide your strategies and initiatives.

1. What are your goals & objectives for your company over the next year? Next five years?

2. Please list your company's target markets in order of priority (please include detail -- type of industries, company size, etc.).

3. In your experience, what are your company's barriers to communication and effective marketing?

4. What are your company's strengths? Weaknesses?

5. What are your company's competitive advantages? Disadvantages?

6. List your company's primary competitors (any potential competitors).

7. Please indicate any significant opportunities and threats that exist for your company.

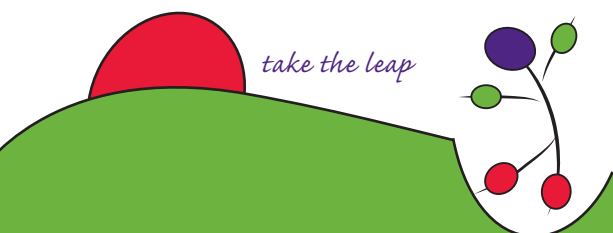
8. What are the benefits of working with your company from the customer's perspective?
Note: Features are the attributes of a product or service, while a benefit is what the buyer gains.

9. Do you have a role model within the industry? If so, why are they your role model?

10. Please list your company's current menu of products & services.

11. Indicate any products & services you plan to add in the future.

12. Describe your company in one word.



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13. Describe your services in one word.

14. What is your company's price image?

15. Does your company have a quality control program in place? Describe?

16. How would you describe your...

Sales approach: _____

Delivery: _____

Installations: _____

Response time to sudden changes: _____

Products & services: _____

Are any of the above unique or different in any way?

17. Please indicate your customers' demographics (age, income, education level, etc.):

18. What are your customers' attitudes about your industry?

19. What is the customer's level of awareness of your industry and its activity (how much do they know/how much do they really want to know)?

20. Customer Buying Patterns:

21. Name ten customers who are current clients and what services/products they purchased from you.

22. Name ten prospective customers whom you are trying to sell to.





23. Describe your typical client.

24. Describe your current marketing in one word.

25. How do you handle inquiries?

26. If you could go back in time what would you do differently? Why?

27. What specifically do you want your marketing communications program to accomplish?

28. If you could communicate only one word to the prospective client to tell your whole story, what would it be? Why?

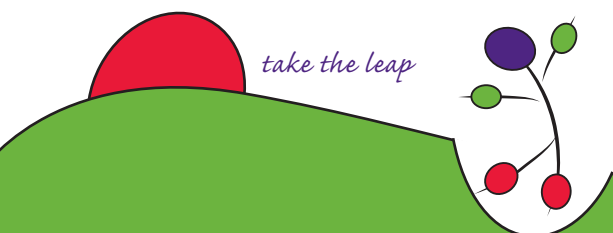
29. What is your company's image? As you see it? As your clients see it? If you want to change it --to what? Why?

30. What is your business philosophy?

31. Are there some things I should have asked about but didn't?

32. What was your marketing budget last year? This year?

33. What was the company's gross sales for last year? Projected for this year?



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