



Your Recipe for Success

How well do you know your client?

QUESTIONS are the ANSWER to developing a solid relationship with your client and uncovering opportunities to grow your revenue.

The following document contains no shortage of probing questions. I would make it an objective to ask 3 to 4 questions per client visit to gain a deeper understanding of how to position your offering accordingly. If time and client willingness exist, ask them all!

Every customer is at a different stage in their business. Whether they are a start-up, or Global company, the process for providing this type of assessment is the same. The size of the company just changes the length of time it takes to complete.

Let's dive in!

QUESTIONS are the **ANSWER.**

Shallow Dive Questions

Client Resources that are useful for your review, get your hands on what you can!

- Organization Chart
- Business Plan
- Marketing Plan
- Sales Plan
- Slide Decks for Presentation Purposes
- Marketing Collateral
- Tradeshow schedule, photo of booth and messaging
- Copies of any digital marketing
- Market Research Documentation
- Analytics from Campaigns, Web activity

Client's Brand

Brand Promise: What will the consumer get when they purchase your product/service?

Brand Perception: How does the consumer perceive the brand?

Brand Expectations: Based on Brand Promise, does the Brand, experience meet their expectations?

Brand Persona: Who is a brand? Think of your brand as a person, what can they expect when they interact, how would they evaluate?

Brand Elements: Logo, packaging, messaging, how consistent?

Promotional Product Questions

Who is your target audience? (Internal, External)

What motivates this audience to buy your product or service?

What is the archetype, demographics of this audience?

How do you determine the correct product for this audience?

What would tell you that your promotional product strategy is successful?

What is an example of a successful promotional product campaign?

What has worked, what has not?

What is the most important deliverable you are looking for from a distributor?

Do you have a promotional product planogram for this fiscal? If not, would that be useful in planning your activities?

When do you typically budget for promotional products?

How to you determine when to make a purchase? Is it by committee or individual?

What would help to sell an idea internally?

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QUESTIONS are the **ANSWER.**



Deep Dive Questions

Do you feel you are getting value for money from your marketing budget?

How do you develop new business opportunities?

How satisfied are your customers - and how is this measured?

What unique selling propositions help you stand out from your marketplace?

Is your corporate or brand image consistent with your product or service, in the eyes of your customers?

How effective do you feel your external communications are? Do you have any proof of this?

How effective do you feel your internal communications are? Do you have any proof of this?

When did you last launch a new product?

Was the new product launch successful? Do you have any proof of this?

How effective do you feel your marketing is?

Brand

Do you actively manage your brand, and how?

What are your brand values, and does your company live these values?

How long has the brand/product been around?

What does the brand mean in the eyes of your customers?

Would your customers miss it if it did not exist?

Are there any high-risk areas you should avoid?

Do your brand/product promotions reinforce the core values?

Business Development

Are you developing new business from existing customers?

Are you developing new business from new customers?

Are you developing new business from new products?

Do you know what your customer retention rates are?

Do you have an definition for a 'good' sale or customer?

Do you set revenue targets?

Do you set profit targets?

How do you manage key accounts?

How do you target new, potential key accounts?

Do your customers know all the brands/products you offer?

How much do you invest in business development activities?

What is the success rate of your business development efforts?

Corporate, Brand or Product Identity

Do you actively manage your corporate, brand or product identity? How do you do this?

Are your marketing and corporate communications materials consistent with this identity, and immediately recognizable as belonging to your business?

Do you feel that the identity works?

Does your identity portray the correct image?

Are the benefits of having and living with a corporate, brand or product identity understood throughout the company?

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Customer Satisfaction

Do you know how satisfied your customers are with your products/ services? Do you have any proof of this?

Do you have a Customer Satisfaction Policy?

What do you see as the benefits of a Customer Satisfaction Policy?

Do you assess customer satisfaction? How do you do this?

To what level do you think you are meeting or exceeding customer expectations?

Do you hold customer satisfaction reviews?

If you do, is there any internal resistance to customer satisfaction reviews?

Do you link any customer satisfaction feedback to your customer service planning, new product development, and/or marketing strategy development?

How do you detect problems customers may be experiencing with your company, brand or products?

Positioning

Do you know where your brand / products are positioned?

Do you have a clearly developed marketing positioning strategy?

Do your customers clearly understand what your company stands for?

Does your company, brand or product make a real difference in the marketplace?

Do you feel that you have identified all the aspects of competitive advantage your brand or product offers?

Do you think you exploit this competitive advantage correctly?

Do you communicate these advantages actively, consistently and effectively?

Do you think the competitive advantages you communicate can motivate your customers to choose your product/brand over the competition?

Who are your competitors?

What are the differences between your products/services and branding and those of your competitors?

New Product Development

How do you develop new products or services?

How long does development normally take?

How many successful new products/services did you introduce in the last year?

Do you employ and evaluate launch plans for new products/services?

Do you link new product development to your business and marketing strategies? How do you do this?

How are new product/service ideas encouraged and captured?

Change Management

If your company ceased to exist, would the world lose out?

What is the company's purpose?

What is important when adding value to the community/market?

What is your corporate focus and do you have any community goals?

What skills set the company apart?

Do you achieve your goals through cooperation or collaboration?

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