

Competing via Sales and Marketing

Building a better mousetrap doesn't necessarily mean the world will beat a path to your door. You have to let the world know what you have created. Marketing is the tool you use to inform the world as to your existence and what you can do. Selling is the technique for getting people interested enough to invest in your services. Sales and marketing demand specific skills. Although some people seem to be born with the ability to promote and sell their ideas, it is surprisingly simple to acquire these talents. Find out if you possess the skills to develop good sales and marketing techniques.

Instructions

For each of the following statements, indicate the degree to which you disagree or agree, by clicking the appropriate radio buttons. It is very important that you carefully consider each statement and base your response on how things actually are, not how you would like them to be. If you are unsure about any statements, or if you feel they do not apply to your organization, leave them blank. Once completed, press the "SUBMIT" button to obtain a report based on your responses.

Legend

- 1 Disagree
- 2 Somewhat Disagree
- 3 Neutral or does not apply
- 4 Somewhat Agree
- 5 Agree

A- *Defining your market, defining your service*

	1	2	3	4	5
1. We have an excellent understanding of the services that we provide for our customers.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. We have developed a profile of who our current customers are.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. We have developed a profile of potential customers of our services.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. We have an accurate measurement of our market share.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. We know whether or not the existing markets are saturated, growing or shrinking.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. We have examined the possibility of other markets emerging.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

B- *Developing your marketing plan*

	1	2	3	4	5
1. In providing our services, our organization is trying to meet a need.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. In providing our services, our organization is trying to create a need.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. We have considered adding additional services.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. We have examined the possibility of dropping one or more of our current services.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Our marketing plan supports our business objectives and mission statement.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. We have determined which markets are most profitable.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. We have determined that our existing services meet customer requirements.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. We know which of our services are most profitable.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. We can measure the effectiveness of our current marketing strategy.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Our current marketing strategy is effective.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

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| 11. We have compared our strengths and weaknesses to those of our competitor?s. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 12. We are targeting our marketing efforts in areas where our competitors are weak, not strong. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- C- Selling** 1 2 3 4 5
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|--|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| 1. Our sales people have a thorough knowledge of all our services. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Our sales people have an excellent knowledge of our field and market. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Our sales people have previous experience in our field and market. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Our sales people have excellent communication skills. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Our sales people investigate leads and conduct follow-ups. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Every employee acts as a sales representative. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- D- Customer Relations** 1 2 3 4 5
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| 1. Employees who deal with customers have excellent communication skills. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Employees can successfully resolve customer complaints. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. We regularly analyze our sales data for buying patterns of our customers. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. We use our customers to help us identify areas for improvement. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- E- Local Promotion Considerations** 1 2 3 4 5
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| 1. We have considered forming a marketing alliance with non-competitors. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. We promote our business through local service clubs and organizations. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. We prepare press releases that are accepted by the local media. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. We write articles that are printed in local and/or trade publications. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Our service is compatible with sports and/or cultural activities. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. We are sponsoring cultural and/or sporting events. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- F- Dealing with international markets** 1 2 3 4 5
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| 1. There are no legislative barriers restricting our access to the international market. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. We are currently selling in the international market. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. We have many clients in the international market. | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |