

Marketing ScoreCard*

	Area	Score Low = 1 High = 5
	Positioning	
1	I have clearly articulated problem/solution statement for my business that tells what problems I solve and what solutions I provide my clients by segment	
2	I know who my clients are, where they are and what benefits and features they are looking for in my kind of service.	
3	I have the Key Players involved in making a decision for my product or service identified.	
4	I have 50%+ of my target market in Excel, ACT! Or some other contact management tool.	
5	I have logical target market segments identified and coded in my data to help me sort for calling and other communication.	
6	I have opt-ins for at least 30% of my target market so that both sending email and eNewsletter is a viable option for me.	
7	I have outlined a number of specific client-centered benefits that my clients receive when they buy my product or use my services.	
8	I have a Unique Competitive Advantage that explains why I am different than the alternatives and what I think that means to my clients. It doesn't have to be big... it just has to exist and be valid.	
9	I am clear about the unique qualities I bring to my business and people know me for those qualities.	
10	I understand the value to my target market in general and I follow a process to understand my unique value to each specific clients and price accordingly when appropriate.	
	Total	

Packaging		
11	I have an attractive and appropriate “business identity package” with cards and letterhead printed with my own unique company identity (Logo).	
12	Everything that I offer my clients is presented as a value to the client. I always answer their question: “What’s in it for me?” This is presented in a one or two-page executive summary.	
13	My services, what I do and how I do it, are clearly presented in a brochure (electronic or otherwise), marketing package or website. It’s no mystery what you get.	
14	I have a well-defined pricing strategy and proposal outline that I use in most circumstances.	
15	Everything about my business, including my personal presentation are done in a way that truly reflects who I am.	
	Total	
Promotion		
16	Through all my promotional vehicles people get a sense of who I am and what my services are really about.	
17	I have several ways to actively generate referrals from existing clients. Referrals are one of my strongest sources of new clients.	
18	I stay visible to my target market and expand my credibility through networking and a web site.	
19	I have done my key word work and most SEO related work to enable those who need what I offer the ability to easily find me via any one of the major search engines.	
20	I have a plan in place to achieve and manage a steadily improving conversion of website visitors into double opt-in eZine members and high probability prospects or clients.	
21	I have a clear means of providing my clients with cross-sell and up-sell opportunities and facilitate their ability to get more and better	

	of the things they want from my business.	
22	I communicate my expertise to my target market through speaking to groups and writing/publishing articles.	
23	I send information to clients and prospects on a regular basis through a newsletter, eZine or other mailings.	
	Total	
	Persuasion	
24	Whenever I speak to someone about my services and their needs, I am totally focused on what I can do for them – how I can help.	
25	I am skilled at building rapport by learning the past and present situation of my prospects through a series of well-thought-out questions.	
26	I am skilled at motivating my clients to use my services by discovering what outcomes are the most important to them.	
27	I have a well-structured and well-organized presentation designed to inform my prospects about exactly how I can solve their problems and meet their objectives	
28	I always have an up-front agreement about how a presentation will work and only present aspects of what I do that directly relate to problems the clients has that they feel are worth solving. Presentation is always the last thing I do prior to closing the sale.	
29	I am successful in asking for the business. I know what to say and do to win a prospect's commitment to my products or services.	
30	I have a means to systematically expose myself to and internalize the principles, tactics and strategies of ethical persuasion and influence.	
	Total	

	Performance	
31	Communication: I understand that the key to successful client engagements is clear communication . I have a clear model of how to achieve a reasonable level of certainty that I am communicating successfully and use the model consistently.	
32	Promises: I make clear, unambiguous promises for what I will deliver and what results clients can expect when I undertake an assignment or project. I keep my word.	
33	Requests: I make crystal-clear requests of my clients so they know what I expect of them in a client engagement. They understand that we are partners.	
34	Extra Mile: I don't just offer good service. I do everything in my power to deliver service that consistently exceeds clients' expectations.	
35	Personal Performance: I stay motivated and true to my personal vision of my business. I get things done, not only for my clients, but for myself to make my business successful.	
36	Internalization: I have a means to systematically expose myself and to internalize the principles, tactics, strategies, and habits of being a high performance person and organization.	
	Total	
	Grand Total (out of a possible 315)	

Hi, this is Eric Albertson, the president of www.succeedinginbusiness.com. I hope you were pleased with your score. If you were'nt, this score card helps you identify areas you may wish to enhance.

If you want help, keep reading the 'Success Tips' weekly newsletter – anyone can sign-up at www.succeedinginbusiness.com. We will touch on every area through the course of a year's time.