

Marketing Strategy Questionnaire

Product

Describe your product/service identifying unique features and distinct characteristics.

How is your product different/better than your competitors?

Why should customers buy from you?

Competition

Why do you think your customers buy from you vs. your competition?

Why do you think customers buy from your competition?

What sets you apart from your competitors?

Customers (target markets)

Describe your ideal customer(s). If you can, put them into groups or categories. If you can, quantify these groups or categories.

Compelling offer

When you speak to potential customers or referral sources or when you advertise what do or could you say that what compel them to want to try your company?

Advertising & promotion

Describe any advertising or promotion that you are doing or have done.

What results did you obtain?

Customer acquisition, retention, and referrals

Besides advertising, what else are you doing to acquire new customers?

Once you have converted a new customer how many return for subsequent purchase?

Describe what you do to increase the number of repeat purchases.

What do you do to keep your business in the new customer's mind?

Describe your customer's loyalty.

Loyal: buy from me whenever they can _____ %
Frequent: buy from me sometime _____ %
Disappear: buy once and don't see them again _____ %

Are you receiving referrals? From networking groups _____#. From current customers _____#

From colleagues: _____#. From other sources _____#.

Pricing

What price do you charge? (Please include a current price list)

How does it compare with your competitors?

How do your customers accept your price?

What price concessions/discounts are appropriate?

Is your pricing adequate for you to make a profit?

Sales & profitability goals, capacity, inventory

Describe your sales goals and results

	This Year		Last Year		Next Year
	Goal	Result	Goal	Result	Goal
Sales					
Profits					

Growth

Is your sales growth determined by the inventory you carry or the hours you work?

What do you need in order to grow the way you want?

Are you considering

Expanding your current market?

Moving into a new market?

Introducing a new product in either your current market or a new market?

Management, systems & procedures, employees, culture, and exit strategy

Do you have a current business plan?

How do you keep track of your results (bookkeeping details)?

How do you fill orders from scheduling or ordering inventory to collecting from the customer?

How do you determine inventory levels or manpower requirements?
