



## YOUR MARKETING SCORE CARD

### Find out how you're doing with your marketing.

What's working, what's not working and where do you need to pay the most attention? The Marketing Score Card is designed to help you understand exactly where your company stands in each of these five important marketing categories.

The areas on the Score Card are all action-oriented items. Improving any of these areas can have a major impact on your marketing effectiveness. The trick is knowing what to improve and how to improve it. Score yourself as objectively as possible from 0 to 5 for each statement below.

### Positioning

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**Target/Problem.** I know who my clients are, where they are and what problems, issues and challenges they are facing.

**Ultimate Outcome.** I have a clearly articulated outcome statement for my business that tells what our clients get when they use our services.

**Value.** I have outlined a number of specific client-centered benefits that our clients receive when they use my services. These benefits answer the question, "What's in it for me?"

**Uniqueness.** I have a Unique Competitive Advantage that explains why my company is different from our competition and what that means to our clients.

**Proof.** I have a number of client success stories, both written and verbal, that can be employed to prove that my company is able to deliver the outcomes and value it promises.

**Sub Total (Possible 25)** - A low score in this area indicates you are not clearly communicating your company's value. As a result, you are not generating interest within your target audience.



## Packaging

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**Web Site.** My company has a professionally designed, content-rich web site that provides detailed information on our services and includes plenty of valuable free information such as articles and reports.

**Clients Issues.** There is information on our web site that clearly outlines the problems, issues and challenges our clients are dealing with. It shows we understand who our clients are and what they want to accomplish.

**Services - What You Get.** Our services, what we do and how we do it, are clearly presented in our sales message. It's clear what our clients get, how we work or what our approach is to solving their problems.

**Pricing and Proposals.** My company has a well-defined pricing strategy and proposal outline that explains what our clients get from us, not just what we do.

**Business Presentation.** Everything about my business, including our presentation and marketing materials, is presented in a way that truly represents who we are.

**Sub Total (Possible 25)** - With a low score in this area you may have gotten initial attention, but now interest is dropping off. People are not really clear about what your company can do for them and how your services are a solution to their problems. Prospects have more questions than answers.

## Promotion

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**Relationship.** Through all our promotional vehicles, people get a sense of who we are and what our services are really about.

**Referrals Systems.** We have several ways to actively generate referrals from existing clients. Referrals are one of our strongest sources of new clients.

**Visibility Systems.** We stay visible to our target market and expand our credibility through cohesively managed marketing channels.



**Expertise.** We communicate our expertise to our target market through professional and public networking.

**Keep-In-Touch Systems.** We communicate with our clients and prospects on a regular basis through a newsletter, e-zine or other outreach programs.

**Sub Total (Possible 25)** - With a low score in this area you simply don't have enough visibility and credibility to make much of an impact. Essentially you are an unknown quantity and you haven't built enough trust for people to respond to you.

## Persuasion

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**Focus.** Whenever my company engages a client or prospect about our services and their needs, we are totally focused on what we can do for them - how we can help.

**Needs.** We are skilled at building rapport by learning the past and present situation of our prospects through a clearly defined company-wide methodology.

**Objectives.** We are skilled at motivating our clients to use our services by discovering what future objectives are the most important to them.

**Presentation.** We have a well-structured and well-organized presentation designed to inform our prospects about exactly how we can solve their problems and meet their objectives.

**Recommendation.** We are successful in asking for business. We know what to say and do to win a prospect's commitment to our services.

**Sub Total (Possible 25)** - With a low score in this area you are having real problems converting prospects into clients. Prospects put off buying and follow-up doesn't usually help much.



## Performance

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**Communication.** We understand that the key to successful client engagements is clear communication. We work constantly at improving this skill.

**Promises.** We make clear, unambiguous promises for what we will deliver and what results clients can expect. We keep our word.

**Requests.** We make crystal-clear requests of our clients so they know what we expect of them in a client engagement. They understand we are partners.

**Extra Mile.** My company doesn't just offer good service. We do everything in our power to deliver service that consistently exceeds our clients' expectations.

**Personal Performance.** We stay motivated and true to my vision of our business. We get things done not only for our clients but also for ourselves - to make our business successful.

**Sub Total (Possible 25)** - With a low score in this area you are not getting much repeat or referral business, even if you've done well in the top five areas. You need to realize that performance is just as much a part of marketing as all the other areas above.

**Grand Total (Possible 125)** - A low overall score (under 60) indicates you are probably having a real struggle finding clients.

## Conclusions

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People may not understand what you are offering, or aren't responding to your messages.

Prospects are not willing to meet with you, and are reluctant to work with you.

Previous and existing clients are not sending referrals your way.

In short, areas of your marketing may be in real trouble.

Original content provided by Robert Middleton - Action Plan Marketing - [www.actionplan.com](http://www.actionplan.com)