

Marketing ScoreCard

Take a few minutes to score your current marketing effectiveness on the Marketing ScoreCard and discover if you are a market leader or a market laggard.

Score yourself from 0 to 5 on each of the questions. Subtotal each section and then total the whole ScoreCard.

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| <p>Positioning</p> <p>Solution. I have a clearly articulated solution statement for my business that tells what problems I solve and what solutions I provide my clients.</p> <p>Attention. My marketing message instantly grabs the attention of my prospects and compels them to ask me for more information about my services.</p> <p>Target Personas. I know who my clients are, where they are and what benefits and features they are looking for in my kind of service.</p> <p>Benefits. I have outlined a number of specific client-centered benefits that my clients receive when they use my services.</p> <p>Uniqueness. I have a Unique Competitive Advantage that explains why I am different than my competition and what that means to my clients.</p> <p>Qualities. I am clear about the unique qualities I bring to my business and people know me for those qualities.</p> <p>Total</p> | |
| <p>Packaging</p> <p>Identity - Offline. I have an attractive and appropriate “business identity package” with cards and letterhead printed with my own unique company identity.</p> <p>Identity – Online. I have an attractive and clear digital identity with a website and social media channels that display my expert knowledge and skills.</p> <p>Value. 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.”</p> <p>Services – What You get. My services, what I do and how I do it, are clearly presented in a brochure, marketing package and web site. It’s no mystery what you get.</p> <p>Pricing and Proposals. I have a well-defined pricing strategy and proposal outline.</p> <p>Personal Presentation. Everything about my business, including my personal presentation is presented in a way that truly represents who I am.</p> <p>Total</p> | |

Promotion

Offline Relationship. Through all my traditional marketing promotional vehicles people get a sense of who I am and what my services are really about (Brochures, Direct Mail, etc.).

Online Relationship. Through all my digital marketing promotional vehicles people get a sense of my expert knowledge and skills and what my services are really about (Social Media, Blogs, etc.).

Referral Systems. I have several ways to actively generate referrals from existing clients and new contacts.

Offline Visibility Systems. I stay visible to my target market and expand my credibility through networking and serving.

Online Visibility Systems. I engage my target market and expand my credibility through thought leadership on my blog and social media channels.

Expertise. I communicate my expertise to my target market through speaking to groups and writing/publishing articles.

Keep-In-Touch Systems. I send information to clients and prospects on a regular basis through a newsletter, email, blog RSS feeds, etc.

Total

Persuasion

Focus. 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.

Needs. I am skilled at building rapport by learning the past and present situation of my prospects through a series of well thought- out questions.

Objectives. I am skilled at motivating my clients to use my services by discovering what future objectives are the most important to them.

Budget and Authority. I am skilled in determining if my prospects have the budget to contract for my services to achieve the results desired.

Presentation. 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.

Recommendation. I am successful in asking for the business. I know what to say and do to win a prospect's commitment to my services.

Total

Performance

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

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.

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.

Extra Mile. I don't just offer good service. I do everything in my power to deliver service that consistently exceeds clients' expectations.

Personal Performance. I stay motivated and true to my personal vision of my business. I get the things done, not only for my clients, but for myself to make my business successful.

Total

Grand Total (out of a total possible 150)

Marketing Action Plan

Now that you have analyzed your marketing, identify the three marketing activities that need your immediate attention:

1. _____
2. _____
3. _____