



RAPIDRESEARCH

Information is power!

PART TWO

BUSINESS DEVELOPMENT OVERVIEW

Advertising Promotion and Positioning
Strategies and Tactics to Attract Business

01 YOUR MARKETING, PROMOTIONAL AND ADVERTISING APPROACH

01. How many hours per week do you devote to setting your marketing strategy and what do you mainly focus upon? ____

02. Is there one person designated to the market development function? If so, who and for how long? _____

03. What have been your main marketing objectives (goals)? _____

04. What would you consider to be your biggest marketing problem or challenge? _____

05. How often and how successfully do you tell your market that you exist and what you offer? _____

06. Please mark the circle of your current advertising campaign

Details	Success Rating	Size and Frequency
<input type="radio"/> Newspaper display space	000 000	
<input type="radio"/> Newspaper classified ads	000 000	
<input type="radio"/> Magazine ads	000 000	
<input type="radio"/> Newsletters	000 000	
<input type="radio"/> Yellow pages	000 000	
<input type="radio"/> Direct mail	000 000	
<input type="radio"/> Letterbox drops	000 000	
<input type="radio"/> Catalogue – brochures	000 000	
<input type="radio"/> Radio	000 000	
<input type="radio"/> Television	000 000	
<input type="radio"/> Live promotion	000 000	
<input type="radio"/> Other	000 000	

07. Is your advertising campaign working or not and why do you think that may be? _____

08. How do you currently track or attribute sales to each campaign? (percentage of sales) _____

09. Do you currently measure responses to your advertising in general, if so how? _____

10. Have you tested other forms of advertising, if so what did the results show? _____

11. How much did you spend on advertising last year? By category: _____

12. How much of your total sales could you attribute to your advertising? _____

13. Do you feel the sales responses that you get, justify your advertising investment? _____

14. How do you record and measure the responses to your advertisements? _____

15. What is the size and frequency of your advertisements?

Print media

Directories (e.g. Yellow Pages) _____

Radio _____

Television _____

Other _____

16. How important is Yellow Pages to generate sales inquiries? If it is how do you track responses, and attribute percentage of sales. How many categories do you appear in?

17. Do you have pamphlets, brochures or appropriate literature available, if so how are they used? _____

18. What has been your biggest marketing campaign success to date? _____

19. Are there any restrictions on your promotional efforts? (e.g. legal or ethical) _____

20. Please walk us through the steps you take to respond to a sales inquiry about your businesses' products and / or services

21. Do you use or have you ever used an advertising agency? If so, were you satisfied with the results? _____

22. On average, what is your advertising budget? What percentage is your advertising budget of your total sales income for the year?

23. Have you ever offered an additional service / discount / added incentive in your advertising? If yes what did you use and did you feel that it worked effectively?

24. What does it cost you to get a new customer? (e.g. If one advert cost \$1000 and you generated 5 new clients, the cost is \$200 each)

25. As an average, what is the value of your initial sale worth? And secondly, what are the average sales and profits generated from each new customer for the year?

26. Do you need to make more money on the first sale to the client or is it more advantageous to make more money in backend sales? (Eg. long-term – repeat sales)

27. Does 80% of your sales income come from 20% of your customers? (please explain) _____

28. Do you have a two step sales process? (eg. to first attract prospects and then to convert those leads into customers) (please explain)

02 ESTABLISH THE RIGHT BUSINESS EQUATION

Marketing is the process whereby your Business endeavours to satisfy the needs of it's customers to generate a profit, which in turn is used to satisfy it's own needs. The fundamentals of business success is therefore a matter of balancing needs. (Write in the details and judge the current results...) Do you have these ... **FUNDAMENTAL FACTORS**

	Low ... High	COMMENT
The right products / services	○ ○ ○ ○ ○ ○	
At the right price	○ ○ ○ ○ ○ ○	
At the right location	○ ○ ○ ○ ○ ○	
Promoted the right way	○ ○ ○ ○ ○ ○	
To the right customers	○ ○ ○ ○ ○ ○	
Served by the right people	○ ○ ○ ○ ○ ○	
Within the right market environment	○ ○ ○ ○ ○ ○	
An appropriate infrastructure	○ ○ ○ ○ ○ ○	

Have you ever thought of introducing new lines to your product / services mix? _____

When would you see these things being introduced? _____

03 ASK CUSTOMERS WHAT THEY EXPECT

The relationship between the buyer and the seller should never be forgotten. Without directly or indirectly asking customers what they expect in the services or products, or both, you are only guessing. The rule is to ask everyone what they need. Seek out their ideas because usually they're better than yours. *(Use the following questionnaire as a guide to your research – Record results)*

01 What do you think of our existing products and services? _____

02 What improvements or additions would you like us to do? _____

03 Are you getting value for money in what you buy from us? _____

04 What unfulfilled needs do you have in which we could help? _____

ACHIEVE THE RIGHT PRODUCT MIX BY ANALYSING OPPORTUNITIES

01 Who are your target customers?(Specific segments and biggest and best sources available to you)_____

02 What are your customers wants that you could satisfy? (Is this your niche in the market place ?_____

03. Which market segment has the most buyers and why? _____

04. Who else would benefit from buying your products and services and why? _____

05. As a business, what are your unique strengths that attract new customers? _____

06. Would current customers buy a different product line from you? *(If so what)* _____

07. What are the future trends from your business? _____

08. What segment of people from your current customer base will continue to buy from you in the future? _____

09. Which would be an easier product or service to sell and why? _____

10. Which segment would have the most propensity (disposable income) to buy what you offer? _____

11. Where will your future customers come from? (Geographical catchment area) _____

12. What will future customers buy? _____

13. How would future customers fit in with what you are currently selling? _____

14. Which segment of the market would be most interested in service rather than just price? _____

15. Who are your biggest competitors? _____

14. What are competitors offering that you don't? _____

15. Which of your competitors do you admire and why? _____

16. What are you offering that competitors don't? How are they different to you? _____

17. What are your main competitors failings? _____

18. Is there an unfulfilled gap in the market? _____

How will you fill this market void? _____

04 SEGMENT THE MARKET FOR BETTER CUSTOMER CONNECTION

PLEASE COMMENT how you work you market territory...

01 Is the market catchment area of adequate size to support the current business? *(Describe)* _____

02 Does the market size have potential for future growth? _____

03 Does the market need your products and services mix? *(Current or new)* _____

04 Is the market dominated by products and service commonality and competitors? *(Numbers)* _____

05 Is the market size sufficient to justify committing current and or additional resources? _____

06 Is the market catchment area within your capacity to service properly? *(Resources and infrastructure)* _____

07 Are your market share trends gaining or losing? _____

08 What are the major trends in your field or industry? *(New product developments or expanding the current use?)*

09 List by broad category the types of customers to whom you are likely to sell? _____

10 How is the market share distributed among major competitors in your territory? _____

05 POSITIONING THE BUSINESS FOR IMPROVED CUSTOMER CONNECTION

PLEASE COMMENT about how customer perception has typecast your business ...

01 How do you want your customers to perceive your business' products and services? (Banner slogan) _____

02 What specific needs do your customers want satisfied? _____

03 How do they want what you offer delivered? _____

04 What premium are they prepared to pay for specifically dealing with you? _____

05 How do you deliver what they want to them? (*Style of trading*) _____

06 How is and how much enthusiasm is shown to demonstrate how much you want their business? _____

07 What level (high / medium / cheap) would attract your target? _____

08 What features, advantages and benefits would influenced the quality /price/image equation? _____

09 Who wants your products and services features/advantages/benefits? _____

10 What is your customer profile – (lifestyle, demograph, location, human characteristics, habits, preferences etc.)? _____

06 POSITIONING THE BUSINESS

PLEASE COMMENT on what makes you distinct from your competitors ...

01 Is there a Business Mission Statement? (If Yes, what is it?) _____

02 What business are you in? (Describe within 12 words) _____

03 What is the scope of your business? (As identified from Product/Service lines) _____

04 What is the essence of your business? (Identity) _____

05 What Business growth direction is being pursued? _____

06 What is your Product/Services definition? _____

07 What is your generic customers needs/values? _____

08 What is your target market definition? _____

09 What technology is involved to run your business? _____

10 What are the levels of production/distribution? _____

11 What are the special assets and skills that set you apart? _____

12 What is your strategic competitive advantage? _____

08 POSITIONING – TACTICAL CHOICES

PLEASE COMMENT on what tactics are used to differentiated you ...

01 ...preferred positioning tactic? _____

02 02...product class / prestige level? _____

03 03...competitive edge? _____

04 ...product user appeal? _____

05 ...place of origin of goods and services? _____

06 ...use or applications? _____

07 ...ambience – image theme? _____

08 ...product/market scope? _____

09 DESCRIBE YOUR MAIN BUSINESS GOALS AND OBJECTIVES

Details	Achieved Yes ? No	Reasons
01	<input type="radio"/> <input type="radio"/> <input type="radio"/>	
02	<input type="radio"/> <input type="radio"/> <input type="radio"/>	
03	<input type="radio"/> <input type="radio"/> <input type="radio"/>	
04	<input type="radio"/> <input type="radio"/> <input type="radio"/>	
05	<input type="radio"/> <input type="radio"/> <input type="radio"/>	

10 ATTRACTING CUSTOMERS FOR YOU TO CONNECT WITH

PLEASE COMMENT about your current advertising promotion effort ...

01. Consistency Matters! Describe how whatever methods used attract customers, and embrace a strong uniform message? _____

02. Get Attention! Describe how you have a key message or succinct headline that offers strong if not irresistible benefits? _____

03. Create Interest! Have you condensed your sales story into a few words. A simple message which turns product and service features into benefits? *(Give examples)*

04. Stimulate Desire! Describe how you summarize the key benefits to suggest how your PROSPECTS life will be easier or how you can help them achieve their goals? *(Solve their problems etc.)*

05. Call to Action! Describe how you offer prospects an "Free Something" as a thank you for calling or walking into your business by a certain date or time?

06. Strong Appeal! Which one or two benefits in what you offer would appeal very strongly to current and future customers? ____

07. Customer Values! Which values do your messages focus upon? (eg. Price and timeliness; solutions to problems; providing information and security; trend setting innovative products or what ever?)

08. Unique Selling Offer! What aspect of what you offer which is unique to your Business, will become the strongest "top of mind" benefit to the customer. (We want to know specific things)

09. Promotions Budget. Is 2, 3 or 5% of income budget allocated to a repetitive Customer attraction / Business Positioning campaign to let people know who you are, what you do, what they will gain and where to contact you?

10. Frequency of Contact. It normally takes 7 forms of focused contact before targetted people take notice. How does your promotional campaign measured up to this rule?

11 FUTURE ADVERTISING CAMPAIGNS TO ATTRACT CUSTOMERS.

PLEASE COMMENT on your future promotional tactics, the frequency and annual costs on each item. Will a number of mediums be combined into a Integral campaign, to generate customers?

01. News Print Advertising	\$
02. Radio Advertising	\$
03. Telemarketing	\$
04. Direct Mail	\$
05. Leaflet drops	\$
06. Yellow Pages	\$
07. Television Advertising	\$
08. Brochures and Pamphlets	\$
09. Bill Boards / Signage	\$
11. Movie Cinemas Adverts	\$
12. Trade Promotions / Demonstrations	\$
13. Sponsorships	\$
14. Internet	\$
15. Promotions – Special Offers and Competitions	\$
16. Other	\$
TOTAL\$	

12 RESULTS OF EFFORTS TO CONNECT WITH THE MARKET

PLEASE COMMENT about your paid efforts to tell people you exist ...

Style of Promotion Campaign _____

02. Cost of Promotion Campaign. By category and or total _____

03. Number of enquiries generated per category _____

04. Number of Sales made per category _____

05. Ratio of Leads to Sales per category and or total _____

06. Average cost to generate a Sale per category _____

07. Average Value of each Sale made per category _____

EXAMPLE SPREAD SHEET FORMAT to COMPARE PROMOTION RESULTS

Tactics	Example	One	Two	Total
Medium Used	<i>Radio</i>			
1. Cost of advertisements	<i>\$4,000</i>			
2. Enquiries generated	<i>250</i>			
3. Sales made as a result	<i>50</i>			
4. Conversion % of leads to Sales closed	<i>5</i>			
5. Average cost to generate each sale	<i>\$ 80</i>			
6. Total of sales generated	<i>\$80,000</i>			
7. Average value of each Sale	<i>\$1,600</i>			
8. % Promotion cost for total sales	<i>5%</i>			

13 BUILDING CREDIBILITY THROUGH PUBLICITY

PLEASE COMMENT about how you communicate with your community ...

01. What steps have been taken to have independent authorities, broad casters, journalists, columnists, reviewers and editors, develop credibility to your products and services (in their newspaper columns, magazines reviews and television shows) to make you famous.

02. What industry or community competitions have been entered into, to build credibility about the judged quality of your products and services. Were strategic alliances created as a result?

03. What exhibits have been staged in public places to lend credibility to your products and services to introduce or increase awareness?

04. What deliberate tactics have you adopted to be more active in Community Affairs? _____

05 What image theme is adopted to coordinate all activities with the facility decore, equipment, resources, infrastructure, policies and procedures, staff grooming and dressage, so that one consistent message is delivered to the customers?

06 Nominate instances when people were made aware of your special event, news item on promotion in ways other than, but in support of, advertising, direct marketing or sales representation, which attracted buyers and increased sales?

07 What extra Sales resulted from word of mouth publicity, generated by your loyal clients who advocated you to their family, friends and associates encourage them to do business with you?

08 How do you encourage and support your staff to get involved in community activities? _____

Congratulations

Thank you for your perseverance in completing this questionnaire. It is a demanding task. No doubt it's made you think. Your responses or otherwise, will make a lot more sense and gathering strength as we move on through our discussions.

There will be some areas of your business you've realised you can make immediate improvements. On other parts we can work together to bring about some remarkable results.

Now it's our turn

Once we receive this survey document back from you, we'll read through it , analyze it, maybe call you to ask for a little more explanation, settle on some tactics and then call you to set a time to outline a range of options.

So take it easy for a while. Keep us informed of any new developments and we'll contact you real soon.

Regards

Rapid Research

P.S. Inclusions.

Would you please include the following items. They'll be a great help.

Printed Matter – All stationary, business cards, Brochures, pamphlets etc.

Photographs – Of your team, your product, premises, signage etc.

Advertising Material – Copies of adverts, Yellow Pages, Rates cards

System Forms – Selling Process, Credit Control, Production Process

Promotions – Material use for this function

R & D Information – Details of any Research and Development Programs

Policies & Procedures – Summary of contents (Table of contents will do)

Quality Assurance – Particulars of processes – Customer complaints process