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| <p>9 Eastbourne Grove Swansea, SA2 DR For any information call 01792 549803 or e-mail to ask@mikeleahy.com</p> | | <p>Local Business Academy Marketing Analysis (Where are you now) (Use extra sheets where necessary)</p> |
| <p><i>This form is for the use of clients to Mike Leahy and the Local Business Academy only and is covered by copyright. Any infringements will be vigorously pursued. Copyright Mike Leahy © 2006</i></p> | | |
| <p>Name of Business</p> | | |
| <p>Contact name</p> | | |
| <p>Position</p> | | |
| <p>Address</p> | | |
| <p>Landline</p> | | |
| <p>Mobile</p> | | |
| <p>Website(s)</p> | | |
| <p>Blog</p> | | |
| <p>Fax No</p> | | |
| <p>e-mail</p> | | |
| | | |
| | | |
| <p>Date form completed</p> | | |
| | | |

| | |
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| Y/N | Action/Detail |
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| | Point | Y/N | Action/Detail |
|--|---|------------|----------------------|
| | When was the business started? | | |
| | Why did you start the business? | | |
| | What was your turnover last 12 months? | | |
| | What was your net profit last 12 months | | |
| | If you are making a profit what are the main contributing factors? | | |
| | If you are making a loss what are the main contributing factors? | | |
| | What is the % you spend on marketing? Or what is the straight figure? | | |
| | Do you keep monthly management accounts? | | |
| | Do your accounts allow you to see stock & financial position daily (based on the figures being posted regularly)? | | |
| | Is this a Life-style business where you just want to make a living? | | |
| | If so have you considered replacement capital equipment, pension, sickness, what will happen when you retire, can't do the work etc | | |
| | Is this a growing business where you want to employ other people? | | |
| | How many staff are there today? | | |
| | Do you delegate to a Manager? | | |

Y/N

Action/Detail

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| | Where do you see the business in 5 years | |
| | What is your eventual aim with the business? | |
| | Do you have an active Marketing Plan? | |
| | Do you have daily, weekly, monthly, quarterly action plan? | |
| | If so do you review it at the end of each period (daily, week, month or quarter)? | |
| | Have you carried out a market survey on the product? | |
| | Have you carried out a market survey on the price? | |
| | List your products or services | |
| | List products that are stagnant – not selling or forgotten | |

Y/N

Action/Detail

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| | <p>Who are your prospects for each product? What are your market segments? Describe them</p> | |
| | <p>Have you carried out a survey of your targeted prospects? If so what did you do?</p> | |
| | <p>If so were you surprised at any issues they raised or their list of reasons for wanting your products and your Company? What were they?</p> | |
| | <p>Have you carried out a SWOT analysis? (Strengths, weaknesses, opportunities, threats) Complete the following boxes.</p> | |
| | <p>Strengths</p> | |
| | <p>Weaknesses</p> | |
| | <p>Opportunities</p> | |

Y/N

Action/Detail

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|---|--|
| Threats | |
| | |
| Do you monitor this? | |
| | |
| Are you developing new products? If so what direction are you going? The same type or diversifying | |
| Look at your existing marketing. | |
| Do you use radio or TV advertising? | |
| Yellow Pages, Thompson's Directories etc | |
| Direct mail. If so what | |
| If so is it targeted | |
| Do you test? | |
| Telephone canvassing | |
| Is there a script | |
| Private Exhibitions | |
| Exhibitor at general exhibitions | |
| Newspapers | |
| Magazines | |
| Cinema | |
| Leaflets at Point of Sale | |
| Door to door leaflets | |
| Brochures | |

Y/N

Action/Detail

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| | dvd/cd or other multi-media | |
| | Road running or stationery Advertising Trailers | |
| | Web Directories (Yell, FreeIndex etc) List out | |
| | Street banners or posters? | |
| | Do you give talks | |
| | Do you have a Website? | |
| | Any other advertising? | |
| | Do you log all new enquiries and see note where they came from? | |
| | Are all leads followed up same day and then prioritised | |
| | Are all leads pursued with a follow-up plan | |
| | What is that plan? | |
| | When do you stop following up? | |
| | Do you analyse all leads that succeed to see any pattern in getting the order? | |
| | Do you analyse all leads that fail by asking questions? | |
| | When they are on brink of failing do you make any special offer? | |
| | Do you check what works and what doesn't? | |
| | Sales Skills | |
| | Have you or your sales team had sales training? If so what? | |
| | Do you have regular targets? | |
| | Do you keep a Sales Target diary? (ratio of canvassing, presentations, sales) | |
| | Do you have regular Sales Meetings? (end of month, for example) | |

Y/N

Action/Detail

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| | Do you accompany your staff? | |
| | Do you use sight sellers? | |
| | If you have premises is the signage outside acceptable for name, type of business, tel, website | |
| | If you use vehicles are they sign-written on sides and rear? | |
| | Do you have a uniform? | |
| | If so does it display logo or name? | |
| | Do you have business cards? If so do they display? . | |
| | Company name | |
| | Phone number | |
| | Website | |
| | e-mail | |
| | By-line or description of business? | |
| | Is the reverse side used? | |
| | What for? | |
| | Do you have compliments slips? If so do they display? . | |
| | Company name | |
| | Phone number | |
| | Website | |
| | E-mail | |
| | By-line or description of business? | |
| | Is the reverse side used? | |
| | What for? | |
| | Do you answer the phone in person, not answer machine? | |
| | If so within how many rings? | |

Y/N

Action/Detail

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|--|---|--|
| | What is the greeting? | |
| | Do you have your own receptionist or use a call centre? | |
| | Do you call in a check the phone is being answered, as you want? | |
| | If you use an answer machine does it have your voice or a digital voice? | |
| | Is the message inviting? | |
| | How fast do you get back to callers? | |
| | Do you use e-mail? | |
| | Do you keep a list of e-mail addresses? | |
| | Is the list kept up-to-date and clean? | |
| | If you don't have the answer do you respond anyway with a re-assurance message? | |
| | Do you follow e-mail etiquette? | |
| | Do you use land mail? | |
| | For proposals/tenders? | |
| | For mail-shots? | |
| | To follow up phone calls? | |
| | Do you have pre-prepared template letters or pot-boiler paragraphs to make letter writing quick? | |
| | Do you get any correspondence checked for mistakes? | |
| | When you send out letters do you include something on a second products? | |
| | When sending out invoices, delivery notes and statements do you include details about another products? | |
| | | |
| | Do you have a website? | |
| | Do you have tel number and e-mail on header of each page? | |
| | Do you put the most compelling information in the top instantly viewable area of your website? | |
| | How often do you look at your website? | |
| | How often do you look at and dissect your competitors' websites? | |

Y/N

Action/Detail

| | Do you register as a user on your competitors' websites and receive free information and newsletters? | |
|--|---|--|
| | Do all pages and links work? | |
| | Is the site up to date? | |
| | Is it easy to find contact details? | |
| | Is there a newsletter? What service do you use? | |
| | Is there a podcast/blog? | |
| | Are there free items? | |
| | Are there useful links? | |
| | Do you use photos? | |
| | Do you use video? | |
| | Do you have testimonials on your website? Are they video? Do they have real people info giving names? If written are they using handwriting and signature? Do you keep a file of these real testimonials in case of need to prove they exist? | |
| | Is it possible to buy on the site? | |
| | Do you deliver direct from site? | |
| | Do you use text messaging? | |
| | If so for what? | |
| | Do you network? How do you do this? BNI 4Networking Local Business Forum Business Club? How many leads do you get a month? Quarter? | |
| | Do you undertake any seminars or talks | |
| | Do you use referral schemes? And if so what? | |

Y/N

Action/Detail

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| | What reward to you gives referrers? | |
| | Do you have any exchange referral systems with non-competitive businesses | |
| | Any other? | |
| | And another | |
| | Do you run promotions for new customers? | |
| | What do you do to get additional business from existing customers? | |
| | <p>Do you run promotions for existing customers?</p> <p>What promotions do you run for new customers?</p> <p>Do you try for additional sales at the time the primary sale is made?</p> <p>Do you start a regular information e-mail to new customers?</p> <p>Do you send regular mail information to existing customers?</p> | |
| | Any other Comments | |