

Name

E-Mail

Company

Website

Phone

Please answer the following questions.

1. Please give us your "elevator speech" on the company, it's unique advantages and core competencies.

2. Tell us about the personality of your brand or branding and any slogan or tagline you use.

3. Does your branding/brand personality/logo/colors need updated?

4. What is the core messaging your company would like to convey?

5. What are your short and long term sales/marketing goals?

6. Please identify your target audience(s) If more than one, please list in order of importance.

7. Please list your products or services in order of importance/growth/margins/opportunity.

8. What products/services represent the best growth opportunities for you and why?

9. What are the major obstacles to this growth?

10. What vertical markets or segments offer the most opportunity for future growth?

11. Please list your top 3-5 competitors

12. What makes you better than your competitors?

13. If your product/services were equal, what then makes you stand out as better than your competitors?

14. Please list competitive websites that you think are good/great and why. (or what element you like)

15. How can your website or other online resources help to facilitate your sales process?

16. What are the top 3-5 factors that your customers/prospects are most interested in?

17. Please complete this statement: **Our customers choose us because...**

18. Please complete this statement: **Prospects choose the competitors because...**

19. Explain your sales cycle. How long does the typical sale take? How many "touches" are usually required from your sales team?

20. Please list, in order of importance, the marketing items that would help to facilitate more sales i.e. website, e-mail marketing campaign, Google PPC, Brochures, PowerPoint presentation, corporate video, etc.

21. Please complete this statement: **We could generate more leads if we...**

22. Please complete this statement: **We could close more sales if we...**

23. Please complete this sentence: **We could expand our sales to existing customers if we...**

24. Is your business/market local, regional, national or international?

25. How does geography play a role in your lead-generation, sales, marketing and distribution?

26. What marketing tools would seem most promising for lead generation?

27. What marketing tools would seem most promising for sales support and creating conversions?

Additional comments not mentioned above...

Thank you for filling out this form as completely as possible!