**Your Marketing CSA Survey**

**“Compelling Sales Argument”**

When you begin to create content for your marketing, you may ask yourself, “What should I talk about?” “What selling points should I bring out, given my space restraints…and the competition that I’ve identified?” The answer: You need to **build a case** for your product or service.

Think about your marketing strategy this way: Your product or service is on trial. The consumer is the jury. You are the attorney, and you must prove to the jury that they should buy your product—or take the next action—and it’s a life-or-death sentence. Your job is to come up with all the proof and present it in a way that the jury believes you. You must present compelling evidence.

But if you look at most advertisements, they build no case at all. Instead, they just mindlessly spout off the same old stuff that all of their competitors are saying—or that they say off-line…and then cram it on their website. In this exercise, we are trying to find quantifiable competitive advantages.

As you answer these questions, please be as specific as possible. Please do not constrain yourself to this form only, attach as many notes as you need to fully describe your business. When creating marketing it’s a lot easier to trim down from too much information than to build up from very little. We also suggest that you include all marketing advertisements, sales scripts, and informational pieces so that we know what you are currently saying in your marketing.

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Years in Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Today's Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Employees: \_\_\_\_\_\_\_\_\_ Number of Sales Reps: \_\_\_\_\_\_\_\_ Annual Sales: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Location:

Branch Locations:

Website ULR:

# SECTION 1: Business Profile

1. Please describe your business: What do you do?
2. Please describe your products or services: What are you selling (Think in terms of what it IS rather than what it DOES):
3. List your primary features and their benefits for the products / services that you want to grow.
4. Under what circumstances do your prospects start to think about buying what you sell:
5. Under what circumstances should a prospect buy RIGHT NOW:
6. What’s most important to your prospects when purchasing your product or service? ( list them )
7. Is your business currently: X

a. Growing b. Stagnant c. Declining

By what percentage?

1. What are your biggest fears?
2. What are your biggest frustrations:?
3. What are your biggest needs?
4. What are your biggest wants?
5. What are your biggest desires?
6. List your Sales Goals for these Products / Services :

|  |  |  |  |
| --- | --- | --- | --- |
| **Product / Service** | **Sales last year** | **This year’s goal** | **In 3 years goal** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### Section 2: Competitor Analysis

There are two main types of competitors to consider: First are ***direct competitors***—companies that sell the same thing you sell. For example, if you sell weight loss pills, other companies that sell weight loss pills are your direct competitors. Second are **indirect competitors**—companies that sell other products that are different than yours, but that achieve the same result for the customer. For example, if you sold weight loss pills, indirect competitors would include companies that sell exercise equipment, health food, exercise videos & books, gyms, doctors, etc.

1. List your TOP competitors and their strengths & weaknesses:

|  |  |  |  |
| --- | --- | --- | --- |
| **Competitor Name & Web Address** | **Direct or Indirect** | **Strengths** | **Weaknesses** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
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1. What is your competitive environment like? List any helpful information:
2. What are the strongest promotions that direct competitors in your market are using: ( list by competitor )
3. What do they do better than you: ( list by competitor )

**Section 3: Your Selling Advantages**

1. What’s most important to your prospects when purchasing your product or service?
2. Why do they want it:
3. What do your prospects want to avoid:
4. What happens if the prospect doesn’t take action:
5. What are the top 5 problems or frustrations people have when doing business in your industry?

1.

1. 2.
2. 3.
3. 4.
4. 5.

1. What are the top 5 problems or frustrations customers have when doing business with your company?

1.

1. 2.
2. 3.
3. 4.
4. 5.

1. Why would a prospect favor your company over your competitors? Give specific reasons.

1.

1. 2.
2. 3.
3. 4.
4. 5.
5. If a close friend of yours needed to buy from, or hire a company such as yours and needed your advice, what would you teach them so that they could make the best decision?

1.

1. 2.
2. 3.
3. 4.
4. 5.
5. In 30-Seconds or less please tell me why I should buy your product or service over any of your competitors? Or why should I buy your product or service at all?
6. What do your customers like most about your product or service?
7. What do your customers like least about your product or service?
8. What kinds of evidence can you provide that will back up your claims? Use this list:

* Articles
* Associations
* Awards
* Books
* Charts & Graphs
* Client Lists
* Comparisons
* Compliance Checklists
* Earnings Reports
* Endorsements
* Examples Of Savings
* Facts & Figures
* Performance Audits
* Photos of Product in Use
* Product Demos
* Product Samples
* Quotes
* Specific Details
* Standards Lists
* Statistics
* Technical Drawings
* Test Results
* Testimonials

List specific pieces of evidence you can provide here:

1.

2.

3.

4.

5.

6.

7.

8.

**Section 5: Your Marketing Environment**

1. List the biggest challenges YOU face in the areas of sales and marketing --be specific (i.e. “My sales people are having a more difficult time trying to make appointments and here’s why...”)

1.

1. 2.
2. 3.
3. 4.
4. 5.
5. Has your marketing environment changed over the last 1 to 5 years? Example: We used to run ads (send mail, have salesmen, etc.) that gave us all the business we could stand, and now those things don’t work anymore.
6. Where’s the first place a prospect looks when they need your product or service? (i.e., directories, internet, etc.)
7. What media do you use to communicate your messages to your marketplace? ( Internet, radio, telemarketers, salespeople, direct mail, etc.)

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Medium** | **% Of Your Total** | **Annual Budget** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |

1. Describe your sales and marketing funnel / process, step by step:

1. Is your pricing in line with the market (Least expensive, middle of the road, most expensive):
2. Do you offer a warranty or a money back guarantee:
3. How do you market Offline:

* Direct mail:
* Telemarketing/appointment setting:
* Print advertising:
* Press Release:
* Print newsletters:
* Television advertising:
* Radio advertising:

1. What are the top 5 offline lead generation sources:
2. How do you market Online:
3. How do you drive traffic to your website:

* SEO
* PPC
* RTB
* Social Marketing
* Content Marketing
* Affiliates
* Strategic Partnerships
* Podcast
* Webinars
* Guest Blogging
* Article Writing
* Do you send any paid traffic to a Landing Page:
* Do you build an email list:

1. What analytics do you use:
2. What features in that analytic package do you use:

* How many visitors per month:
* How many uniques per month:
* How long does the average person stay on the site:
* Average page views:
* What testing have you done:
* Copy
* Calls to action
* Price
* Offer
* Specific types of Proof
* Location of Proof
* Layout

1. What are your top 5 online lead generation sources:
2. Do you have a formal systematized referral program(s):
3. If so, do you train every staff member how to use it:
4. Do you incentivise staff to generate referrals:
5. Do you incentivise clients to generate referrals:
6. List your sales and marketing statistics:
7. Company annual sales:
8. Last Year’s annual sales:
9. Number of leads per month:
10. Number of sales per month:
11. Cost per lead:
12. What is your annual marketing/advertising budget:
13. What is your growth goal for the next 12 months?

### SECTION 5: Customer / Client Analysis

1. Describe your ideal client in detail (please include demographic information i.e. age, sex, income, title, hobbies, interests, marital status, etc.):
2. How would your customers describe the feelings they have about the service that you give them?
3. If you could wave a magic wand over your company and change it so it made doing business with you perfect and significantly easier what would you change?
4. Have you calculated the Lifetime Value of your various clients?

# Lifetime Client Value Calculation

**How to Calculate the Lifetime Value of a Customer**

I believe “lifetime value” is perhaps the most significant measure to benchmark. I also know it’s one of the most overlooked and least understood metrics in business -- even though it’s one of the easiest to figure out.

Why is this particular number so important? Mainly because it will give you an idea of how much repeat business you can expect from a particular customer, which in turn will help you decide how much you’re willing to spend to “buy” that customer for your business.  
  
Once you know how frequently a customer buys and how much he or she spends, you will then better understand how to allocate your resources in terms of customer retention programs and other services you’ll need to keep your customers -- and keep them happy.  
  
The simplest way to estimate lifetime value: Plug actual or estimated (if you’re in the planning stages or just starting out) numbers into the following equation:  
  
**(Average Value of a Sale) X (Number of Repeat Transactions) X (Average Retention Time in Months or Years for a Typical Customer)**  
An easy example … would be the lifetime value of a gym member who spends $20 every month for 3 years. The value of that customer would be:  
$20 X 12 months X 3 years = $720 in total revenue (or $240 per year)

**What’s your best client’s Lifetime Value ?**

**Now email this back to us …** [**info@marketingbyinternet.com**](mailto:info@marketingbyinternet.com)