

# How Does Your Marketing Measure Up?

## Marketing Assessment Test

Dear Business Professional:

Have you ever heard the phrase work “on” your business instead of always working “in” it? Well, I often struggled understanding completely how to bring that concept into a workable reality. Until I took a slightly different viewpoint. Something you have to understand about me, I’m much more concerned with trying to figure out how to get your business to work harder for you than you are working for it. That may seem like a semantic difference, but I believe it’s a major difference.

I’m continually thinking about how I can help to get your business working harder and better for you in as many ways as possible – so, I’ve put together a 50-question, marketing evaluation called “How Does Your Marketing Measure Up?” It asks some very clear-cut, enlightening questions designed to immediately identify whether or not your business could – and should – be working harder and more profitably for you – And if so, precisely where you have the most room for improvement.

Grab a cup of your favorite beverage and sit down right now and go through the 50 questions on this test – the answers and their business/financial implications to you will be unmistakable. Once you’ve completed all questions, see where you stand (see the grading portion on the last page).

It’s a shame for me to see promising businesses under-perform in regards to their capability to deliver more profits, confidence, and wealth to their owners – if it’s easily achievable. Frequently, merely tweaking the marketing you do, the strategy you follow and/or the profit generating system you implement can double, re-double and even re-double – again – the income and profits your business delivers to you.

I created this marketing assessment test to see whether or not your business could be – and should be – delivering more for you. I’ll be interested in the conclusion you come up with after reading the diagnostic scale at the end of the test. Good luck and let me know how you and your business grade at the end. My email is [tim@candeogroup.com](mailto:tim@candeogroup.com).

Here now are the 50 questions to answer. Be honest and straightforward with yourself; since you alone will know the exact answers and their growth implications.

- 1.) How many different selling methods/processes do you currently do/use?  
\_\_\_\_\_ One (1 pt) \_\_\_\_\_ 2-4 (2 pts) \_\_\_\_\_ 5 or more (3 pts)
- 2.) How many new potential selling methods have you tested in the last 12 months?  
\_\_\_\_\_ None (0) \_\_\_\_\_ One (1) \_\_\_\_\_ 2-4 (2) \_\_\_\_\_ 5 or more (4)
- 3.) Do you know your lifetime value of a customer for each separate product line for your market?  
\_\_\_\_\_ No (0) \_\_\_\_\_ A Few (1) \_\_\_\_\_ Most (2) \_\_\_\_\_ All (4)
- 4.) How many referral producing systems do you have working right now that everyone in your business with customer contact uses and follows?  
\_\_\_\_\_ None (0) \_\_\_\_\_ One (1) \_\_\_\_\_ 2-5 (2) \_\_\_\_\_ 6 or more (4)
- 5.) Do you know what your attrition rate is and why customers stop buying from you?

\_\_\_\_\_ No (0) \_\_\_\_\_ Partially (1) \_\_\_\_\_ Yes, in both cases (3)

- 6.) Do you have attrition reduction or client retention programs in place to minimize inactive buyers?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 7.) Do you have exhaustive databases of your prospective customers and actual buyers with names, numbers, type of buying, buying purchases, what they didn't buy, origination origin, quantities of past purchases, etc.?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Partial (1) \_\_\_\_\_ Yes On All Issues (3)
- 8.) Do you actively use all the data above to target different categories of prospects/buyers in different ways for different products or services?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (3)
- 9.) Do you know exactly where all (or at least most) of your business is coming from and how to channel more people from those specific sources to purchase from you?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 10.) Does at least 25% of your business currently come from referrals?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 11.) Do you have a reliable system of collecting and creating client testimonials and success stories?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 12.) Do you effectively and powerfully use your testimonials in all the marketing, advertising and sales efforts you do?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Sometimes (1) \_\_\_\_\_ Yes, always (3)
- 13.) Do you have respected people in your field, market, industry who endorse you and your company?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 14.) How many endorsements do you have?  
\_\_\_\_\_ None (0) \_\_\_\_\_ 1-3 (1) \_\_\_\_\_ 4-9 (2) \_\_\_\_\_ 10 or above (3)
- 15.) Do you repeatedly test your attention grabbers in your marketing pieces (i.e. opening sentence of your presentations, sales calls, phone scripts, greeting at events, etc.)  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 16.) If "yes," how many different "grabbers" or equivalents have you successfully tested in the last 12 months?  
\_\_\_\_\_ 1 (1) \_\_\_\_\_ 2-9 (2) \_\_\_\_\_ 10-20 (3) \_\_\_\_\_ 21 or more (4)
- 17.) Do you have an ordered, constant follow-up system you follow and put into action for every lead and first time buyer you acquire?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 18.) How often do you follow up to past buyers/clients by phone, mail, e-mail or in-person?  
\_\_\_\_\_ Never (0) \_\_\_\_\_ Once Every Six Months (1) \_\_\_\_\_ Once A Quarter (2)  
\_\_\_\_\_ More Often (3)

- 19.) Do you know your cost of acquiring a new lead and/or client and if “yes,” do you invest up to that amount in your marketing efforts to acquire new buyers?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 20.) Do you have a backend selling process; meaning, you keep reselling clients ongoing quantities of your standard products/services or you keep adding new further backend products or services to the sales cycle.  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 21.) If yes, how many different backend products do you offer?  
 \_\_\_\_\_ 1-2 (1) \_\_\_\_\_ 3-9 (2) \_\_\_\_\_ 10 or More (3)
- 22.) Do you use “risk reversal” to close sales and distinguish your company from your competitors?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 23.) If yes, how many different ways have you tested reversing the risk (i.e. through guarantees, return policies, free trial period, etc.)?  
 \_\_\_\_\_ None (0) \_\_\_\_\_ 1 (1) \_\_\_\_\_ 2-4 (2) \_\_\_\_\_ 5 or More (3)
- 24.) Do you offer bonuses as an incentive to purchase your product or service now?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 25.) Do you have a prime prospect list or lists you market to by either direct mail, e-mail, telemarketing, catalog, social media, online marketing, or direct sales?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 26.) Do you know what your return on investment is for generating leads, converting sales, and/or reselling buyers?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 27.) Do you have a continuous way to build a growing leads/client e-mail list?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 29.) How often do you send a quality e-mail(s) out that provide a benefit to your clients and/or prospects?  
 \_\_\_\_\_ Never (0) \_\_\_\_\_ Infrequently (1) \_\_\_\_\_ Quarterly (2) \_\_\_\_\_ Monthly or More (3)
- 30.) Are your e-mails education and relationship-based and not merely self-serving?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 31.) Do you have a direct response, formatted website that is built around engaging with your website visitors?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 32.) Do you successfully attract and then convert by search engine optimization (SEO) - building more leads, buyers, and overall business?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 33.) If “yes,” how many different approaches do you use?  
 \_\_\_\_\_ One (1) \_\_\_\_\_ 2-3 (2) \_\_\_\_\_ 4 or More (3)

- 34.) How many buyers lists have you located *and* use that better target your ideal customer demographic?  
 \_\_\_\_\_ None (0) \_\_\_\_\_ One (1) . 2-5 (2) \_\_\_\_\_ 6-10 (3) \_\_\_\_\_ 11 or More (4)
- 35.) Depending on your product/service, do you offer your customers the ability to increase the size of each sale (i.e. greater quantities, higher quality, etc.)?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 36.) If “no,” how many possibilities can you come up with right now for doing this?  
 \_\_\_\_\_ None (0) \_\_\_\_\_ One (1) . 2-5 (2) \_\_\_\_\_ 6 or More (3)
- 37.) Do you endorse or do joint ventures with other companies to sell THEIR products/service to YOUR customers?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 38.) Do you host special events? For example, educational seminars, meet our management team, product demonstrations, grand openings, end of year sale, promotional events, etc.  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 39.) Do YOU personally talk to your customers regularly to learn what they want and then build a relationship with them?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 40.) Do you regularly “mystery shop” and buy from your competitors to see what they do differently or are doing that your company doesn’t do?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 41.) Do you have a written marketing strategy complete with tactics to implement the plan that you continuously apply and follow?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 42.) If “yes,” do you regularly watch, evaluate, and test results and performance of every element of that plan and tweak and improve areas whenever performance drops below your targeted goals?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Sometimes (1) \_\_\_\_\_ Yes, Always (2)
- 43.) Do you have a complete e-mail marketing strategy you constantly adhere to, implement and follow?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 44.) Does your marketing, sales methods and advertising activities focus on benefits or features?  
 \_\_\_\_\_ Features (1) \_\_\_\_\_ Benefits (2)
- 45.) Do you know the top five reasons why prospects don’t buy from you?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 46.) Do you have a compelling and persuasive way to overcome each of those five objections or resistance points?  
 \_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)

- 47.)** Do you know and can you clearly verbalize what your business' largest marketing problem is?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Unsure (1) \_\_\_\_\_ Yes, Absolutely (2)
- 48.)** Do you know what the biggest untapped sales or marketing opportunity your business has available to it and can you state it clearly?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 49.)** Do you know the areas of your marketing underperforming or that you may be weak or ineffective at running? For example, lead generation, follow-up, converting, re-selling, referrals, etc?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)
- 50.)** Do you know where your business' largest growth or profit opportunity lies?  
\_\_\_\_\_ No (0) \_\_\_\_\_ Yes (2)

## **The “Key” For Interpreting Your Answers**

Now that you’ve completed answering all your questions in this assessment test, here’s how to make sense of it all:

Tally up all the points next to your answers by totaling the points of each answer you’ve given (use the number in parentheses following each response). Once you get your combined total, here’s what it tells you:

**> 50 points...** If your total points equal 50 or less, it means that your marketing is very weak, your opportunity for growth and greater possibilities with a better marketing strategy to follow IS ALMOST ASSURED. You are probably realizing less than 15% of your real business/financial/marketing potential.

**51-94 points...** If your total points equal 51 to 94, you’re marketing at a decent level; but your business has quite a bit of room for improvement. You can probably increase your overall performance by 80% or more merely by better understanding and applying the marketing opportunities you have available.

**< 95 points...** If your total points exceed 95 points or higher, congratulations! You’re an outstanding marketer already and should feel good about where you’ve come, so far. But, ironically, because YOU understand so well the real additional marketing opportunities available to your business – your business probably still has spectacular geometric growth possible if you decided to take your strategy and tactics to the highest performance levels possible (what I mean by “geometric” is new and far greater dimensions of development). Nevertheless, I’m very proud of your level of success so far and would love to talk to you about what you are doing.

Wherever you and your business falls on this marketing proficiency ranking – I want to talk to you.

I’m interviewing business owners who take this test as research to help assist people considering implementing marketing systems into their business. Your answers and comments will be a great benefit to my research, and in turn help business owners worldwide discover the power of great marketing systems in their business!

**My number is +1-918-516-5115 (USA). If you prefer, you can email me at [tim@candegroup.com](mailto:tim@candegroup.com). Please include the following: name, phone number, email, type of business, industry, background on business, best time and method for reaching you. Thanks!**