

Please complete this form and email it back to BE@thebrandcompass.com



Business Evaluation

Company Name:

Years in Business:

Name:

Phone Number:

Title:

Fax Number:

E-Mail:

Today's Date:

Number of Employees:

Number of Sales Reps:

Annual Sales:

Promotional Code:

Brand Compass Training Date:

1. Please describe your business: What do you do? What is your competitive environment like? List any helpful information:

2. Is your business currently: a. Growing b. Stagnant c. Declining

3. List your TOP 3 biggest competitors & their strengths:

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

5. List the biggest challenges YOU face in the areas of sales and marketing - be specific (i.e. "my salespeople are having a more difficult time trying to make appointments and here's why...")

6. What media do you use to communicate your messages to your marketplace? (newspapers, radio, telemarketers, salespeople, direct mail, etc.)

7. 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.

8. What are the top 5 problems people have when doing business in your industry?

9. What are the top 5 advantages of doing business with you?

10. Where's the first place prospects look when they need your product or service (i.e., yellow pages, etc.)?

11. Describe your sales and marketing process, step-by-step:

12. List your sales and marketing statistics:

- A. Company annual sales:
- B. Amount spent on marketing/advertising per month:
- C. Number of leads per month:
- D. Number of sales per month:
- E. Conversion ratio:
- F. Cost per lead:
- G. What is your growth goal for the next 12 months?



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