



Preliminary Application

Your responses are held in strictest confidence. In order for us to provide you with the best advice, strategy, and action plan, it is essential for us to have honest, truthful information about your current business and marketing situation. Once we review your application, we will schedule a preliminary interview. There is no charge for this interview.

Based on our assessment of your situation we will provide you with a quotation for conducting your *10-Day Marketing Makeover*.

FAX your completed application to **877-805-8037**. Or **scan** your completed application and email it to **Gil@10DayMarketingMakeover.com**.

You may also mail your completed application to **Gil Effron, 10-Day Marketing Makeover, 315 Madison Avenue, Suite 901, New York, NY 10017**.

If you have questions about how to complete this application, please call 800-226-2428.

PLEASE PRINT

Your name _____

Your Title _____

Business name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Website _____

Years in business _____

Are you the only owner? Yes No

Do you have one or more partners, employees, or advisors who will participate in the decision to utilize the services of 10-Day Marketing Makeover? Yes No

Their names and responsibilities _____



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Number of employees _____

Other than you, how many people in your company are responsible for generating sales?

Is someone other than you responsible for marketing? Yes No

How is business overall? _____

Annual sales? \$ _____

Up or down from the previous year? _____

Will this year show a profit? Yes No

Tell us about your non-marketing challenges in the business (*e.g.* employees, collections, vendor issues, etc.) _____

What is your primary business? _____

When it comes to business in general, what's working well? _____

10-Day Marketing Makeover

When it comes to business in general, what isn't working? _____

What would you like to see happen as a result of our involvement in your business? _____

Why do you feel you need a marketing makeover? _____

MARKETING OVERVIEW

This next section provides us with an overview of where you are in your marketing, advertising, and sales. **Check those boxes that best describe you.** (We do not expect that they will all be checked.)

- We have a written marketing plan, follow through with it, and update it on at least an every six-month basis
- We measure each product for appropriateness by profit and volume trends using three years of sales
- We routinely survey our potential, current and lost customers for perceived value of our products or services
- We routinely survey our competition including indirect competition for strengths, weaknesses, opportunities and treats
- We know our sales by department, category and product or service in both dollars and units and trend them with
- We have an ideal system in place to prompt word-of-mouth referrals. I don't just rely on ads
- We have built strategic referral alliances with other businesses that serve the same customer base
- Our target markets are clearly defined and we know exactly what they value

10-Day Marketing Makeover

- ❑ We know how to best reach our target markets
- ❑ There is strong growth within our industry/target markets
- ❑ We are always on the lookout for new products and revenue streams
- ❑ We understand the main external drivers for our sales
- ❑ We maintain a database of all current and prospective clients and keep in regular touch with them through e-newsletters, mailings, or other means
- ❑ We know the top three competitors' weaknesses that are to our advantage
- ❑ Our marketing and or sales staff has "mystery shopped" our three main competitors in the last 12 months
- ❑ Our marketing staff knows how we want to position our business to differentiate us from our competition
- ❑ We can easily complete the following sentence: "Customers should buy from us rather than from our competitors because of _____ and _____ and _____"
- ❑ We have a strategy to take advantage of growing e-commerce

ADVERTISING

- ❑ We have an advertising budget and use it, but don't overspend
- ❑ We know what we spend on different advertising vehicles (such as TV, radio, periodicals, direct mail, websites, email marketing, etc.) and, most importantly, we know what the return on investment is
- ❑ Our marketing materials (including website) are all up to date and communicate our business image

SALES

- ❑ Our sales staff keeps written track of their sales effort (e.g. with a log sheet) and sales management, (or the head of sales) review it regularly with them
- ❑ Each sales staff member has quantifiable sales goals and is regularly assessed against these goals
- ❑ Our business has a monthly sales quota and we track it against the sales rep's pipeline
- ❑ Only those who can really sell are selling. We don't train weak sales staff
- ❑ We realize that a well trained and motivated sales force reflects positively on our company and product
- ❑ Our sales staff trains with role plays and videotape role playing
- ❑ Our sales staff has excellent product knowledge
- ❑ Our sales staff are extraordinary listeners
- ❑ Our sales staff's dress code and style of communication supports our business image/brand
- ❑ Our sales staff has all the tools and supplies needed for sales presentation readily available
- ❑ Our displays reflect the image/brand we want to portray to our customers