

## MARKETING ASSESSMENT TOOL

Not at All

Verv

**Purpose & Directions:** The purpose of this assessment to provide you with thought provoking questions, organizational analysis and uncover areas of focus that can optimize your current marketing, advertising and business development activities.

As you review questions and statements below, rate how well your organization currently performs in these areas as well as how important this is to your organization as a whole. Make notes to yourself about how your organization can improve including areas such as; systems (or lack thereof), communication issues, areas to focus on, tasks to assign, possible analysis, additional resources... Finally, for specific tasks how easily could they be performed?

Upon completion, further explanations of each question as well as a decision matrix are available by e-mailing **gravity@gravitym.com** with "Assessment Key" in the subject line.

1 Our marketing efforts are part of a system that pro-

1. Our marketing efforts are part of a system that pro-								
duces predictable, strategic results.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
Notes:	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7
Notes:	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
								_
2. Our sales staff leverages our marketing efforts to		Not	at A	AII				Ver
the fullest in their individual sales process.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
Neter	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7
Notes:	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
3. We have clearly defined target profiles (ideal cli-		Not	at A	AII				Ver
ents) for our organization as a whole and for each	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	
product/service.	How IMPORTANT is this?	1	2	3	4	5	6	7
Notes:	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
4. Our clients, prospects and referral sources see us		Not at All					Ver	
as a thought leader or expert in our area of business.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
Notes:	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7
Notes.						5	6	7
	How <b>EASY</b> to improve?	1	2	3	4			
5 Our current clients are nurchasing everything they	How EASY to improve?		2 at A		4			Ver
5. Our current clients are purchasing everything they "should" from us.	How EASY to improve?  How EFFECTIVE are we?	Not	at A	All				
"should" from us.		Not	at A	3	4	5	6	7
	How EFFECTIVE are we?	Not 1	2 2	3	4 4	5	6	7
"should" from us.	How EFFECTIVE are we? How IMPORTANT is this?	Not 1	2 2	3	4 4	5	6	7 7
"should" from us.  Notes:	How EFFECTIVE are we? How IMPORTANT is this?	Not 1 1	2 2	3 3 3	4 4	5	6	7
should" from us.	How EFFECTIVE are we? How IMPORTANT is this?	Not 1 1 1	at A	3 3 3	4 4 4	5 5 5	6	7 7 7 Vei
"should" from us.  Notes:  6. We understand what each marketing activity is	How EFFECTIVE are we? How IMPORTANT is this? How EASY to improve?	Not 1 1 1 Not 1	2 2 2 at A 2	3 3 3 All	4 4 4	5 5 5	6 6	7 7 7 Vei

7. We can instantly produce a list of our top 100 cli-		Not	at A	AII.				Very
ents, prospects and referral sources.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
	How IMPORTANT is this?	1	2	3	4	5	6	7
Notes:	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
	· · · · · · · · · · · · · · · · · · ·							
8. Our organization (rather than individuals) "owns"		Not	at A	All				Very
the relationship with our end clients.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
Notes:	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7
Notes.	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
								_
9. We are involved in relevant associations and indus-			at A					Very
try groups that our clients and referral sources are involved in.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
70.704	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7
Notes:	How EASY to improve?	1	2	3	4	5	6	7
10. We can quickly execute a sales or marketing campaign (from idea to completion).	How <b>EFFECTIVE</b> are we?		at A		1	5	6	Very
pargir (irom rada to completion).	How <b>IMPORTANT</b> is this?							7
Notes:	How <b>EASY</b> to improve?	-			-			
	How EAST to improve?				4	5	6	7 
(44.14)								
11. We communicate with clients, prospects and re-		Not	at A	AII.				Very
11. We communicate with clients, prospects and referral sources consistently, and in their language.	How <b>EFFECTIVE</b> are we?				4	5	6	Very
ferral sources consistently, and in their language.	How <b>EFFECTIVE</b> are we? How <b>IMPORTANT</b> is this?	1	2					,
· · · · ·		1	2	3	4	5	6	7
ferral sources consistently, and in their language.	How IMPORTANT is this?	1	2	3	4	5	6	7
ferral sources consistently, and in their language.  Notes:  12. Our website succinctly conveys the benefits we	How IMPORTANT is this? How EASY to improve?	1 1 1 Not	2 2 2	3 3 3	4	5	6	7 7 7 Very
ferral sources consistently, and in their language.  Notes:	How IMPORTANT is this?	1 1 1 Not	2 2 2	3 3 3	4	5	6	7 7 7 Very
ferral sources consistently, and in their language.  Notes:  12. Our website succinctly conveys the benefits we offer clients and prospects.	How IMPORTANT is this? How EASY to improve?	1 1 1 Not	2 2 at A	3 3 3 All 3	4 4	5 5 5	6	7 7 7 Very
ferral sources consistently, and in their language.  Notes:  12. Our website succinctly conveys the benefits we	How IMPORTANT is this? How EASY to improve? How EFFECTIVE are we?	1 1 1 Not 1	2 2 2 at A 2	3 3 3 All 3	4 4 4	5 5 5	6 6	7 7 7 Very 7
ferral sources consistently, and in their language.  Notes:  12. Our website succinctly conveys the benefits we offer clients and prospects.	How IMPORTANT is this? How EASY to improve? How EFFECTIVE are we? How IMPORTANT is this?	1 1 1 Not 1	2 2 2 at A 2	3 3 3 All 3	4 4 4	5 5 5	6 6	7 7 7 Very 7 7
12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:  13. Our website creates meaningful interaction be-	How IMPORTANT is this? How EASY to improve?  How EFFECTIVE are we? How IMPORTANT is this? How EASY to improve?	1 1 1 Not 1 1 1 Not	2 2 2 2 2 2 at A	3 3 3 MII 3 3	4 4 4	5 5 5 5	6 6 6	7 7 7 7 7 Very
12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:  13. Our website creates meaningful interaction between our organization and our clients, prospects and	How IMPORTANT is this? How EASY to improve?  How EFFECTIVE are we? How IMPORTANT is this? How EASY to improve?	1 1 1 1 1 1 Not 1 1 1	2 2 2 2 2 at A 2 2 2	3 3 3 Alli 3 3 Alli 3	4 4 4 4	5 5 5 5	6 6 6	7 7 7 Very 7 7 7
ferral sources consistently, and in their language.  Notes:  12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:	How IMPORTANT is this? How EASY to improve?  How EFFECTIVE are we? How EASY to improve?  How EFFECTIVE are we? How IMPORTANT is this?	1 1 1 1 1 1 Not 1 1 1 1	2 2 2 2 2 at A 2 2 2 2	3 3 3 3 3 3 3 3 3	4 4 4 4	5 5 5 5 5	6 6 6 6	7 7 7 Very
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Notes:  12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:  13. Our website creates meaningful interaction between our organization and our clients, prospects and referral sources.  Notes:	How IMPORTANT is this? How EASY to improve?  How EFFECTIVE are we? How EASY to improve?  How EFFECTIVE are we? How IMPORTANT is this?	1 1 1 Not 1 1 1 1 1 1	2 2 2 2 at A 2 2 2 2 2	3 3 3 3 MII 3 3 3	4 4 4 4	5 5 5 5 5	6 6 6 6 6	7 7 7 Very 7 7 7 7 7 7
12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:  13. Our website creates meaningful interaction between our organization and our clients, prospects and referral sources.  Notes:  14. Our website reflects specific marketing and sales	How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How IMPORTANT is this? How IMPORTANT is this?	1 1 1 1 Not 1 1 1 1 Not Not	2 2 2 at A 2 2 2 at A	3 3 3 4 All 3 3 3 4 All 3 3 3	4 4 4 4 4	5 5 5 5 5 5	6 6 6 6	7 7 7 7 7 7 7 7 Very
ferral sources consistently, and in their language.  Notes:  12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:  13. Our website creates meaningful interaction between our organization and our clients, prospects and referral sources.  Notes:	How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How IMPORTANT is this? How EASY to improve?	1 1 1 1 1 1 1 1 1 Not 1 1 1 1 1	2 2 2 2 2 at A 2 2 2 2 2 at A 2	3 3 3 3 4 III 3 3 3 3 3 1 III 3 3	4 4 4 4	5 5 5 5 5 5 5	6 6 6 6 6	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
12. Our website succinctly conveys the benefits we offer clients and prospects.  Notes:  13. Our website creates meaningful interaction between our organization and our clients, prospects and referral sources.  Notes:  14. Our website reflects specific marketing and sales	How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How IMPORTANT is this? How IMPORTANT is this?	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2 2 2 2 2 at A 2 2 2 2	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	4 4 4 4 4 4	5 5 5 5 5 5 5	6 6 6 6 6 6	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

15. Our organization is effectively leveraging relevant		Not	at A	AII.				Very
social media opportunities.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
	How IMPORTANT is this?	1	2	3	4	5	6	7
Notes:	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
16. We consistently cultivate referral opportunities		Not	at A	AII				Ver
from our existing clients.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
Notes:	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7
	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
17. Our brand mirrors the value that our organization represents.	How <b>EFFECTIVE</b> are we?		at A		4	5	6	Very
representa.	How <b>IMPORTANT</b> is this?							7
Notes:								-
	How <b>EASY</b> to improve?	1		3	4	5	6	
18. Our brand makes it more likely that someone will		Not	at A	AII				Very
do business with us.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7
	How IMPORTANT is this?	1	2	3	4	5	6	7
Notes:	How <b>EASY</b> to improve?	1	2	3	4	5	6	7
19. In our prospects' mind, we are correctly posi-			at A					Very
19. In our prospects' mind, we are correctly positioned against our competitors.	How <b>EFFECTIVE</b> are we?				4	5	6	Very
	How <b>EFFECTIVE</b> are we? How <b>IMPORTANT</b> is this?	1	2	3				_
tioned against our competitors.		1	2	3	4	5	6	7
Notes:	How IMPORTANT is this?	1 1 1	2 2	3 3	4	5	6	7 7 7
Notes:  20. We regularly seek formal feedback from clients for	How IMPORTANT is this? How EASY to improve?	1 1 1 Not	2 2 2	3 3 3	4	5	6	7 7 7 Very
Notes:  20. We regularly seek formal feedback from clients for organizational improvement and new product develop-	How IMPORTANT is this? How EASY to improve? How EFFECTIVE are we?	1 1 1 Not	2 2 2 at A	3 3 3 All 3	4 4	5 5 5	6	7 7 7 Very 7
Notes:	How IMPORTANT is this? How EASY to improve? How EFFECTIVE are we? How IMPORTANT is this?	1 1 1 Not 1	2 2 at A 2	3 3 3 All 3	4 4 4	5 5 5 5	6 6	7 7 7 Very 7
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20. We regularly seek formal feedback from clients for organizational improvement and new product development.  Notes:  21. Most of our communication and interaction with clients, prospects and referral sources is proactive.	How IMPORTANT is this? How EASY to improve?  How EFFECTIVE are we? How IMPORTANT is this? How EASY to improve?	1 1 1 1 1 1 Not 1 1 1	2 2 at A 2 2 2 at A 2	3 3 3 All 3 3 All 3	4 4 4 4	5 5 5 5 5	6 6 6 6	7 7 7 Very 7 7 Very
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20. We regularly seek formal feedback from clients for organizational improvement and new product development.  Notes:  21. Most of our communication and interaction with clients, prospects and referral sources is proactive.	How IMPORTANT is this? How EASY to improve?  How EFFECTIVE are we? How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this?	1 1 1 1 1 1 Not 1 1 1 1	2 2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3 3 3	4 4 4 4	5 5 5 5 5 5	6 6 6 6	7 7 7 7 7 Very 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
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20. We regularly seek formal feedback from clients for organizational improvement and new product development.  Notes:  21. Most of our communication and interaction with clients, prospects and referral sources is proactive.  Notes:	How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How EASY to improve?  How IMPORTANT is this? How IMPORTANT is this? How EASY to improve?	1 1 1 1 1 1 1 1 1 Not 1 1 1 1	2 2 2 2 2 at A 2 2	3 3 3 All 3 3 3 All 3 3	4 4 4 4 4	5 5 5 5 5 5	6 6 6 6	7 7 7 Very 7 7 7 7 7 7
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23. Our clients understand the full capabilities of our	Not at All							Very	
organization.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7	
Notes	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7	
Notes:	How EASY to improve?	1	2	3	4	5	6	7	
24. We accurately track and forecast opportunities		Not at All							
from lead through sale.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7	
Notes:	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7	
	How <b>EASY</b> to improve?	1	2	3	4	5	6	7	
25. Our sales force clearly and consistently repre-	Not at All					V			
sents the core value proposition of the organization.	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7	
Notes:	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7	
	How EASY to improve?	1	2	3	4	5	6	7	
26. Our organization has common language, tools and		Not at All						Very	
templates for communicating with clients and pros-	How <b>EFFECTIVE</b> are we?	1	2	3	4	5	6	7	
pects.	How <b>IMPORTANT</b> is this?	1	2	3	4	5	6	7	
Notes:	How <b>EASY</b> to improve?		_	3			6	7	

**About Gravity Marketing:** Gravity Marketing is a truly independent marketing firm with a revolutionary new process for helping business-to-business companies dramatically increase profitable revenue. Our *Virtual Marketing Officer (VMO)* service lets your organization access the skills, experience and strategic insight of proven marketing professionals without the premium salary of a full-time executive position. Your VMO team guides you through a proven process for devising strategy, identifying ideal clients, messaging and then prioritizing and executing successful marketing activities.

**Assessment Key:** After completing this assessment, you're encouraged to request an assessment key and decision matrix, or arrange a free consultation by calling 414.376.6500 or e-mailing gravity@gravitym.com.