



THE ABRAHAM GROUP

Company Profile Questionnaire

Please return to: Jay@abraham.com

Name	<Please insert answers Un-bolded here in size 14 font>
Company	
Title	
Email	
Phone	
Time-Zone / Best time to call	
Website / Social Media Site(s)	

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Address	
Mailing Address (If different from above to receive supplementary pre-consult grounding material when applicable)	

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Table of Contents

Personal Profile	1
Professional Background	3
Corporate Profile	7
Current Infrastructure	11
Client Base.....	12
Sales Force	14
Marketing	22
Space Advertising	31
Direct mail.....	35
Strategic Partners	38
Unique Selling Proposition.....	39
Competition Profile	42
30 Standard Options (Attachment 1).....	46
Methods to increase the number of clients or customers	46
Methods to increase the average transaction amount	47
Methods to increase your transaction frequency	47
Is your business strategically stunted.....	48
Pre Assessment Pop Quiz	49
Concluding Note.....	70

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Professional Background

1. Describe your position.

<Please insert answers Un-bolded here in size 12 font>

2. How long have you owned or been with your company?

3. Describe your background -- what did you do before you started, bought or came into this business?

4. Describe exactly who the owner or owners are.

5. Share what you know about the primary goals of the owner.

6. What is the operating philosophy that the business has been built on?

7. What people, books, and life factors have influenced and impacted you in your career?

8. What do you want from your business? Do you want to become

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wealthy? Do you want it to become a turnkey money machine? Do you want to position and maneuver it for ultimate sales? What are your goals?

9. Explain where all your time is being spent. Where should it be spent?

10. Explain where all your time is being spent. Where should it be spent?

11. What initially got you started in your business? (What motivation, occurrence, etc.?)

12. How have your methods for doing business, or the product(s) or service line(s) you market, changed since the inception of your business?

13. Describe the specific trainings, interests, and hobbies you have. What do you do when you're not at the office? Why?

14. Describe your family. Are you married? Are you divorced? How many children do you have?

15. What is the greatest life achievement you have achieved so far?

16. What one thing, more than anything else, do you want to accomplish in your business before you get out?

17. If you had a magic wand that could do anything, would you rather attract more new customers, or gather more money from your existing customers? Why?

18. What is your long-term strategy? Do you want to own one business forever? Do you want to set it up for someone else to run it for you? Do you want to sell it? Or do you just want to make money and then stop?

19. If you had as much money as you wanted, what would you do to improve your product or service and what impact would that have on your customers?

20. Where do you see your industry in five years?

21. What is your vision for your business for the next:

6 Months:

1 Year:

3-5 Years:

10 Years:

22. What is your biggest opportunity to achieve this vision?

23. What is your greatest strength? Is it consistent with this opportunity?

24. What is your greatest problem or weakness in achieving this vision? What's the solution?

Corporate Profile

1. List your gross sales and approximate profits (pre-tax) over the last

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five years.

2. Indicate all costs of sales.

3. List all overhead factors, showing breakdowns of what the overhead includes.

4. Describe what your business does completely.

- Products and services you sell and how you sell them?
- Who you sell to by industry?
- Commercial category or specific niche?

5. What are your year-to-date sales levels?

6. Where does most of your business come from?

- **Product or service**
- **Category of customer**
- **Geography**
- **Who has the highest propensity of buying from you**

7. What is your business philosophy as it relates to your customers?

8. When was the last time you introduced a new product or service to your market (both existing customers and prospects)?

- **How well did it work?**

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- What was the reason?

9. Describe your company's general infrastructure.

- What Departments do you have? Operations/Marketing/Sales/Legal/HR etc. (Please note a visual diagram is requested in the next few pages, so just list the departments or disregard if the visual diagram satisfies this question).

- Are you a manufacturer? Describe

- Number of people employed

- Job descriptions & responsibilities (disregard if the visual diagram satisfies this question)

10. What is the power structure?

- Is it hands on? Hands off?

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- Who runs things?

- What kind of turf or political environment you are dealing with

- Who are the decision makers?
(For example: "I own the business but I'm never there, and I defer to my manager.")

11. Who does your bookkeeping?

12. Who is going to be our operative? (The operative needs to be enrolled in this process.)

13. Explain, realistically, how much more business can you add without having to add any more people, equipment, service or space.

Company Infrastructure Diagram

Please provide a visual diagram of your current organizational structure in the space below.

If you don't have one in digital format, please draw the diagram on a separate sheet of paper and send it as a separate email attachment. It should have several boxes with the Name, Title, and brief Job Function of each Employee, Investor, Advisor,

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Coach, Consultant, Independent Contractor etc. that is currently involved in your organization.

Be sure to include all departments, i.e. Operations, Marketing, Sales, Finance, Legal, Research & Development, I.T., Business Development, Human Resources, Technology, Product Development, Virtual Assistants etc...

<< Please insert diagram here or send as a separate attachment>>

**1. How do you explain your company to someone outside your industry (i.e. at a party)?
Keep it as simple as possible.**

2. Describe your company in one sentence.

3. How do you explain your company to someone in the industry (i.e. to a potential buyer or client)? This is the "company pitch," NOT the product pitch.

Client Base

1. How many active customers do you have?

2. Exactly what kind of data do you have on them? (Include everything you know about your customers: names, addresses,

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telephone numbers, fax numbers, e-mail addresses, types of businesses, location, what and when they have bought from you, how you attracted them, the last date of contact with them, etc.)

3. How many "dream" clients are there (that 20% that would drive 80% of your sales)?

4. What does it cost you to set a new customer? (E.g. if you ran an advertisement that costs \$1,000 and you attained two new customers it would be \$500.)

**5. What are the average sales and profits generated from a new customer in the first year?
How is that information useful in your overall marketing strategy?**

6. What's the "lifetime value" of your typical customer? (I.e. how much revenue will he/she generate for you over the entire period he/she does business with your company?)

7. Explain where all your business is coming from (demographics), versus where all your time is being spent.

8. What is your biggest and best source of new business?

9. Are you doing everything possible to secure this business? If not, why not?

10. As a percentage, how much of your business comes from referrals?

11. Go through all 30 of the standard options in the "Three Ways to Grow a Business Model" (See Attachment 1 - "30 Standard Options.") and tell us what you do. In other words, do you have a referral program? If the answer is no, explain why. If the answer is yes, describe how it works, what you do. Include all the details.

Sales Force

1. Selling infrastructure:

- Describe Your Sales Force

- Do you have inside sales people?

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- **Who does what?**

- **How they are paid?**

- **What are their average income levels?**

- **Have you tried different types of compensation programs? Was there an effect on sales?**

2. If you have a lot of different sales people, indicate the variance of performance, from best to worst.

- **What the best excels at and what the worst excels at?**

- **What their strengths and weaknesses are and where they're utilized.**

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3. What is your average order amount and what are the steps you can take to increase it?

4. What are your sales (gross and net income) per salesperson? Is that above, below, or equal to your industry average and what are the steps you are taking (or going to take) to improve?

5. What are the standards for hiring salespeople?

6. How much professional sales training have you personally had?

7. What type of training do you offer your salespeople (both junior and senior)?

8. What other training do you offer? (i.e. Product training, Account management training, or Time management training)?

9. How is it offered (Internally, Externally, etc.)?

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10. How often is training provided?

11. What is the turnover rate for salespeople?

12. Describe the typical sales cycle to close a sale (i.e. from generating the lead through to a close):

- How many contacts does it take to close a sale?
- How many different people do you usually meet with to close a sale?

13. Describe the length of cycle from initial contact to close?

14. What are the most frequent objections you hear?

15. If you target 10 prospects, how many will you close? (Provide the closing ratio.)

16. As a percentage, with how many clients are you dealing directly with the top decision maker?

17. List three things you could do to strengthen your relationship to the top decision maker:

i.

ii.

iii.

18. What are the top three reasons that a prospect would do nothing at the end of the sales cycle?

i.

ii.

iii.

19. What do you do with the prospects you don't close?

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20. How do your closing ratios fare against that of competitors?

21. Do you utilize another form of direct sales (i.e. independent sales reps, dealers, manufacturer's reps)? If you do, have you ever compared the results to an inside or outside sales force?

22. What has your prospecting approach been?

23. What prospect data do you have (i.e. lists, etc.)?

24. Do you go to trade shows? What do you do, and how do you show? What is your preparatory approach? What promotions do you do in conjunction with trade shows?

25. What is your selling presentation?

26. Write out your sales proposition ("pitch").

27. If there's a basic premise that you use, describe exactly what it

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is.

28. What kind of ongoing sales management do you have?

- Do you have a defined, designated person as a sales manager?
- Describe his/her duties and objectives. How do they coincide and fit with the overall marketing strategy?
- Describe his/her duties and objectives. How do they coincide and fit with the overall marketing strategy?
- Do your sales people manage themselves?

29. How many unsold prospects do you have?

30. After the initial sale, are there systematic, formal methods you use to communicate and resell your customer?

- If so, what are they?
- If not, should there be?

31. How much time per week do you personally devote to sales or salespeople?

32. What sales functions did you perform when you started your business?

33. Do you do anything at the point of sale to increase the order?

34. Do you add on other products or future products or services (up sell)?

- **If so, what are they?**

35. How long does it take you to fill an order after you receive it? If you improved, would it have a dramatic effect on your sales?

36. Is "buyer's remorse" a current problem in your business? If so, how do you overcome it?

37. Do your customers feel your customer service department is prompt and courteous? Explain.

38. What type of training do you offer your service personnel?

Marketing

1. What is your target market and how did you arrive at it?

2. What is your market potential (universe)? What is your current share of that market?

3. Does your business market locally, regionally, nationally, or

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internationally?

4. What change is required to satisfy the projected vision of your business?

5. Describe the company's marketing philosophy.

6. *Do you have a written marketing plan that you adhere to? If so, explain it.**

7. Is the plan based on a fixed budget number (e.g. \$1,000 per month in the Yellow Pages)? Is it a variable percentage of sales?

8. *What is your current, primary-mode of marketing? What percentage of your business comes from this?**

9. Do you have a systematic back-end (selling your own or others' products to existing customers)? Describe how it works.

10. Do you use direct response marketing concepts (those designed to induce an immediate and measurable response)?

- If not, Why?

11. How much of your time each month do you devote to marketing?

12. How much will you devote in the future?

13. *Do you have a marketing director? If so, describe his her primary responsibilities and duties?**

14. Do you use creative advertising, marketing, or advisory services?

- If so, who do you use?

- Describe what they do.

- What do you pay them?

- What have their contributions been, and how have you used them?

15. Do you have an adequate supply of customer testimonials, and is there a system in place for their capture?

16. Are they written or taped, and how are they (or will they be) used in your marketing?

17. Do you actively solicit referral business? If so, how does it work and if not, why not?

18. How many inactive past buyers do you have?

19. Have you ever tried to reactivate your former customers and non-converted prospects? Explain.

20. Have you ever tried selling your non-converted prospects to your competitors? Explain.

21. Do you make consistent efforts to communicate with and educate your customers about what your company is doing to help them?

22. How formal, informal, or systematic is the process?

23. Do you ever barter your products, services, or assets with other companies in exchange for their products, services or assets?

- **If not, do you see better possibilities in the future? Explain**

24. Do you use bonuses in all your sales/marketing propositions?

25. How did it affect the response?

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26. What is Your Risk Reversal?

27. Do you use risk-reversal in your marketing propositions? Explain its effectiveness.

28. What kind of guarantee or warranty do you give your customers?

29. How does it compare with your competitors or with the industry at large?

30. *How do you capture the names, addresses, and phone numbers of all your customers and prospects?**

31. Do you then use them in your marketing programs?

32. In what other ways have you attained your existing customers?

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- Rank your methods from best to worst. (I.e. yellow pages, spot advertisements, direct mail, direct sales, telemarketing, etc.).

33. What is your selling season, if any?

34. Are you actively looking to sell other complimentary products or services during the slower periods? If so, how do they interrelate?

35. How loyal are your customers?

- Is that normal, high, or low relative to your industry?

- What is the reason?

- How can it be improved?

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36. Briefly describe the niche you fill in the marketplace?

37. What need do you fill in the customer's mind? Are they the same?

38. Do you provide incentive bonuses to your employees for creating new and better marketing methods for your company? Explain.

39. When you first started, how did you attract your first customers? (I.e. what process, method or action did you use?)

40. Why did customers originally buy from you?

41. Why do customers buy from you now?

42. What has been your biggest marketing success to date? (I.e. a specific promotion, advertising campaign, telemarketing script, etc.)

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- Are you still using it or a version of it?

43. *Describe every successful advertising, selling or marketing program you have engaged in for the last three years.**

- Of these, how many have you continued?

- How many were a "one shot" promotion?

44. If you had as much money as you wanted, what would you do to improve your marketing?

(I.e. what is your biggest marketing problem or challenge today?)

45. Do you have a PR effort?

- If so, what does it consist of?

46. Who is responsible for PR?

47. How does the press view your company?

48. Do you have a brochure/media kit?

- If so, how is it used?

Space Advertising

1. What is your advertising philosophy?

2. What influenced or forged your thoughts on this?

3. Do you apply this philosophy to your ads?

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- If so, how does that happen?

4. Do you use direct response advertising (ads that cause a customer to take action), as opposed to "image" advertising?

- If yes, please describe the essence of the offer or proposition you typically make. If no, why is that?

5. Are your ads working?

- How do you know?

6. Do you use two-step advertising (i.e. step one generates qualified leads, step two converts those leads to customers)?

- If so, describe your steps.

7. What is your conversion ratio? (I.e. out of every "x" leads, you

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get "y" customers or sales.)

8. What are the different techniques you have used to improve your ratio?

9. What is your advertising cost per sale? (I.e. when you run an ad that costs \$1,000, you generate \$X of sales.)

10. Have you tested different approaches to increase this number?

11. Do you use a conversion kit (a package of follow-up materials) to convert prospects to sales?

- If so, describe your kit. If not, describe the steps you take to convert a prospect.

12. Does your conversion kit contain a sales letter which:

- Educates the reader about the rest of the material?

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- **Educates the reader about your company?**

- **Names what problems your company can solve for them?**

13. Do you test the different aspects of your advertising

- **If so, what do you test?**

- **Copy?**

- **Media?**

- **Offer?**

- **Headline?**

- **Price?**

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- **Size?**

- **Illustrations?**

- **Publication Position?**

Direct Mail

1. How much prospecting mail do you drop each month?

- **To Whom?**

- **Why?**

2. Do you use a list broker?

- **If not, where do you get your names from?**

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- Are there non-competing companies who sell complimentary products/services that you could approach? (I.e. a carpet cleaner approaching a carpeting company.)

3. Do you test the different aspects of your mailings?

- If so, what do you test?

- Copy?

- Offer?

- Price?

- Media?

- List?

- Headline?

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4. What is the return on investment for your mailings?

5. How do you think it could be improved?

6. How often do you mail to your own list of customers?

- Is your mail informational?

- Do you solicit additional sales from them?

7. Do you rent out your customer and/or prospect lists? Explain.

8. Have you ever used telemarketing as a follow-up to a direct mailing?

- If yes, what is its effectiveness? If no, why haven't you?

Strategic Partners

1. What strategic alliances do you currently have?

2. What strategic alliances did you have in the past?

- How did they fare?

- How did they affect your business

3. ***Who stands to gain more than you if you grow? (I.e. Companies whose' products/services are purchased after your products/services are purchased. Companies whose' products/services are concurrently purchased with your product/service?)

4. Who are your suppliers or other providers of products or services that benefit massively when you are successful?

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5. ***What products or services do people normally buy prior to, in conjunction with, and right after your product is purchased?

Unique Selling Proposition (USP)

1. Indicate every unique aspect of either the performance of, the construction of, the buying of, or the rendering of your product. (I'm looking for unique selling proposition points.)

2. List what your product/service brings to a customer or client. Provide a very specific, measurable, and detailed explanation of the following:

- Results:

- Advantages:

- Benefits:

- Protections:

- Enhancements:

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- **Prestige factors:**

3. What do you believe your single most competitive advantage is?

4. What are you mostly proud about your business, product or service?

5. * What problem does your product or service solve for the customer?**

6. Describe your customer's needs and the positive results your product/service provides.

7. Give a specific assessment of the transactional implication your product or service has in the end-user's life.(I.e. if because someone has your product or service, they save \$400 a month forever on electricity... tell me about that. If you're a real estate person and you put someone in a greater lifestyle, and get them a house that can appreciate... I want to know all about that.)

- **List All Factors**

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8. What is your Unique Selling Proposition or USP?

9. Why do your customers buy from you?

10. What is it about your product and/or service that distinguishes you from your competition?

(You may have more than one for different product/service lines or segments of your business)

11. Why must a prospect buy your product or service?

- What would make it irresistible?

12. What do your customers really want? (Be specific. Don't just answer, "A quality product or service.")

- How do you know?

13. What products/services do clients want that you do not offer?

14. Is your USP a consistent theme in all of your marketing and sales efforts?

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- If yes, explain how? If no, explain why.

Competition Profile

1. Describe your competition.

(Use criteria in the previous section & rate each on a scale from 1-10) on

<i>Competitor's Name</i>	<i>Product</i>	<i>Sales Ability</i>	<i>Marketing Ability 1</i>	<i>Marketing Ability 2</i>
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2. Describe all you know about your competitors

- Where are the top 3 located?

- What do they do best?

- What do they do worst?

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- How do you specifically fill that void?

3. Describe, as much as possible, your competitor's:

- Selling Approaches

- Selling Strategies

- Infrastructure

4. What do they offer that you do not?

5. What steps do you take to offset their advantage

- Are they working?

- If not, what needs to be changed?

6. What are the top three reasons that you lose business to a competitor?

i.

ii.

iii.

7. Do you buy from your competitors to keep track of what they're doing right and wrong?

- Explain how these insights have helped you refine and better focus your overall business strategy

8. What is the biggest customer complaint about your industry?

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How does your company address this problem?

9. Why do customers buy from you?

10. Do they buy from you exclusively?

11. Do they also patronize your competitors?

12. What steps can you take to get the main portion of their business?

13. Do you actively seek information from experts in your field and other fields related to yours? Explain.

Attachment 1:

30 Standard Options

I. METHODS TO INCREASE THE NUMBER OF CLIENTS OR CUSTOMERS

The number of clients can be increased by:

- *Increasing the lead or inquiry generation.*
- *Increasing the client retention rate.*
- *Increasing the conversion from inquiry to sale.*

Increase your lead or inquiry generation through:

- *Referral systems.*
- *Acquiring customers at break-even up front and making a profit on the "back-end".*
- *Guaranteeing purchases through risk reversal.*
- *Host-beneficiary relationships.*
- *Advertising.*
- *Using direct mail.*
- *Using telemarketing.*
- *Running special events or information nights.*
- *Acquiring qualified lists that more effectively target your prospect.*
- *Developing a Unique Selling Proposition (USP).*

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- ***Increasing the perceived value of your product/service through better client education.***
- ***Using public relations.***

Increase your customer retention rate by:

- ***Delivering higher-than-expected levels of service.***
- ***Communicating frequently with your customers to nurture them.***

Increase your conversion from inquiry to sale by:

- ***Increasing sales skill levels of your staff.***
- ***Qualifying leads up front.***
- ***Making irresistible offers.***
- ***Educating your clients by giving them the "reasons why."***

II. METHODS TO INCREASE THE AVERAGE TRANSACTION AMOUNT

Increase the average transaction value by focusing on:

- ***Improving your team's selling techniques to effectively up-sell and cross-sell.***
- ***Using point-of-sale promotions.***
- ***Packaging complementary products and services together.***
- ***Increasing your pricing, and hence, your margins.***
- ***Changing the profile of your products or services to be more "up market".***
- ***Offering greater/larger units of purchase.***

III. METHODS TO INCREASE YOUR TRANSACTION FREQUENCY:

Increase transaction frequency by focusing on:

- ***Developing a back-end of products that you can go back to your customers with.***
- ***Communicating personally with your customers (by telephone, letter, email, social media, etc.) to maintain a positive relationship.***
- ***Endorsing other people's products to your customer base.***

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- *Running special events, such as "closed door sales", limited pre-releases, etc.*
- *Programming customers.*
- *Price inducements for frequency.*

Is Your Business Strategically Stunted?

This is a proprietary and conformation 89 Question Diagnostic Assessment designed to help me determine the level of Tactical vs. Strategic thinking among marketing trained entrepreneurs on my e-mail list.

The following 89 question assessment form will help you and I alike, ascertain JUST how strategic or tactical your marketing really is. It will help me see who really gets the power of strategy driving marketing tactics and who doesn't. It will reveal ideas, insights and opportunities I can use to help everyone in the future improve their ability to strategically market. It will plug me into the mindsets and activities that the most strategic thinkers among you are currently using. It will identify major gaps in thinking and actions I need to alert you on.

By you participating in this diagnostic assessment process, and completing all 89 questions on the form below, I'll be able to thoroughly analyze, interpret and assess the general state of marketing sophistication and progress, among my e-mail list. I'll be able to formulate powerful hybrid strategic breakthroughs and amass priceless research data. I will openly share my findings back with all of you who participate in the process.

Please sit down---right now---and try to honestly answer all 89 questions that follow. Your candid and complete answers will contribute meaningfully to my work in preparation for my upcoming \$25,000 Marketing Strategy Setting Super Summit. In gracious appreciation---I will create a complete interpretive analysis report that presents and shares my findings, conclusions, recommendations and the best strategic and tactical

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thinking and ideas that result from all who participate.

Pre Assessment Pop Quiz - To get your mind in gear.

TRUE OR FALSE

1. When studying my materials, you constantly look for new tactics, quick pay back ideas, techniques, methods, scripts and letters which will help you in your quest to grow your business. But you never can seem to find enough new ideas from me to keep your business growing at an acceptable rate.

2. You operate your marketing tactically, *jumping from one sporadic, erratic, and impetuous concept of mine to another*. Your marketing department tends to do things which are intermittent and inconsistent. Some weeks, you'll do an ad, some weeks you'll do a mailing, and some weeks you'll do nothing. There's nothing that ties it all together.

3. Your business does NOT have predictable cash flow or profitability. It's always feast or famine. Usually famine. You are constantly forced into short term cash "crisis management", or you are compelled to personally go out and "close some business".

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4. You know you are massively under-utilizing your resources and waiting for external circumstances to change. (In other words, you are being totally reactive to the marketplace.)

5. You don't know how to integrate, let alone sustain more than one or two of the 287 powerful marketing concepts I have developed over the years.

6. You can recite almost every one of my methods and techniques from memory with theoretical brilliance. But you can't implement any of my methods, even if your life depended upon it.

7. You tried some, perhaps many, of my concepts from my training programs and products, but the results were so meager, you lost your enthusiasm and drive to dominate your industry. However--- You are absolutely committed to your success and hopeful that the reason lies somewhere in your execution.

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Begin Here With Real Assessment Questions

1. I know the difference between strategy and tactics. (Yes or No)

- If "yes", define your understanding of the two below

Strategy Means:

Tactics Are:

2. I have an overriding business strategy driving all my business activities---specifically all of my marketing activities. (Yes or No)

- **My business strategy is:**
- **My master marketing strategy (which is different from my general business strategy) is:**

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- My marketing strategy has _____ different elements pillars or Foundational "pylons" supporting it

- They are (please list general categories)

3. My marketing strategy is based on the following key strategic/tactical objectives:

4. My business vision for my company is:

5. How many different applications do you have of every marketing tactic you use? (I.e. 22 different referral generating approaches/methods.)

- List Below

6. Do you know the difference between an approach/method or system---and a strategy? (Yes or No)

- If "yes," please describe and define both in your own words

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7. What books or people have influenced your strategic thinking?

<u>Name</u>	<u>Author</u>	<u>Subject</u>

8. What's the biggest incite, realization, direction/concept you got from the above?**9. If you have a marketing strategy plan in place explain how each/all of your marketing tactics integrate and combine to deploy or execute your main/big strategic objective.****10. In a nutshell, what is your company's competitive strategy?****11. Do you think there is any link between corporate strategy and success? (Yes or No)**

- If yes, what is it?

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12. Do you have a strategy of pricing or is it just done arbitrarily and tactical? (Yes or No)

13. Do you think your people's performance and compensation should be linked to your strategy? (Yes or No)

14. Do you analyze anyone else's marketing strategy? (Yes or No)

- If yes, who?

- What did you learn?

- How did you use it

15. What's the most revolutionary marketing strategy you've ever seen a company use?

16. Do you regularly plan your marketing strategy and execution, or are they just reactive on your part? (Yes or No)

17. What do you think marketing strategy REALLY is?

18. What mindset defines how your business currently markets and competes?

19. Do you think you're having trouble with your business or marketing strategy? (Yes or No)

- If so, where would that be?

- How?

- Why?

20. Does your business have a solid growth strategy in place? (Yes or No)

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- If “yes”, describe what it is.

21. Describe what you think the world's #1 business strategy might be.

22. Do you have a separate sales strategy that's distinguishable from how you market? (Yes or No)

- If "yes", briefly describe below.

23. Do you have a unified marketing strategy that controls and integrates all the tactics you deploy? (Yes or No)

24. Do you have a brand driven business? (Yes or No)

25. What's your e-mail marketing strategy, in a nutshell?

26. What competition forces do you think most shape YOUR marketing strategy?

27. Do you apply any military strategies to your business or marketing to achieve greater success? (Yes or No)

- If so, what are they?

- How do you use them

28. Do you have a winning business strategy you follow? (Yes or No)

- If “yes”, what is it briefly

29. How do you communicate your marketing strategy to the people who work for you?

30. Whose business strategy do you most admire?

- Why?

31. Is customer lifetime value (marginal net worth) reshaping your marketing strategy? (Yes or No)

- If so, how?

32. What are the most advanced marketing concepts or tools you use to sell more products to more people? Describe briefly below.

33. Who is the most masterful business or marketing strategist you've ever known? How did he/she best apply their strategic genius? Describe their biggest strategic "coup."

34. Do you have a profitable business/marketing strategy for the

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internet? (Yes or No)

- If "yes", describe briefly below.

35. How do you explain your marketing strategy to someone outside your industry (i.e. at a party)? Keep it as simple as possible.

36. Now describe your marketing game plan in one sentence

37. Describe the different marketing tactics you successfully use.

38. What do you think the Strategic benefits of each tactic are?

39. What are the Advantages people choose your company/product or service by(i.e. your USP)? Define briefly.

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40. What sequential marketing (if any) does a prospective client get when initial contact is made vs. when they buy your product/service?

41. What marketing efforts/activities do you want to be doing right now that you are not?

- Why?

42. Describe your competition and any effective marketing strategy or tactic they use that you don't.

43. Do you have a long-term written marketing game plan? (Yes or No)

- If so, include a written copy as an attachment with this questionnaire & tell us how you do accomplish your marketing goals?

44. Briefly describe the complete strategic marketing cycle, from:

- Generating the lead.
- Through to closing the sale.
- To requesting repurchase.

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- And all follow-up referral generating that you do.

45. How do you currently prospect and generate for new first time buyers?

46. What frequency of communication do you have with your prospects and active or inactive clients/buyers?

47. What forms of communication do they take (call, visit, letter, etc.)?

48. What tactics do you use to overcome frequently posed objections?

49. What is your strategy for reclaiming windfall profits from prospects you don't sell or close?

50. Describe five of your most formidable competitors and their marketing approaches.

51. What are the top two reasons that you lose business to the

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competition?

52. How much follow-up do you do with a client---AFTER they buy?

- With a prospect if they don't purchase?
- And with a client AFTER they buy.

53. Do you ask for referrals? (Yes or No)

- How?
- How often?

54. List three things you could do to strengthen your marketing effectiveness now.

55. List the materials, products, programs of mine you've been exposed to. Plus, how often?

56. How well have you studied and honestly applied each one?

57. What's holding you back from doing more and better consistent marketing?

58. What would make your current marketing strategy more effective?

59. Do you know what the highest and best performing marketing approaches you have available are? (Yes or No)

- **How they are best used?**

60. Do you continuously repeat successful market sales/lendgenerating activities on a systematic, scheduled basis? (Yes or No)

61. How often do you send clients interesting information that is not about your product, but could be relevant to them or their business?

- If often---provide examples of what you include

62. Do you or your people contact every active and inactive client at least once every 3-6 months? (Yes or No)

63. Do you know what your attrition rate is? (Yes or No)

- If so, do you have a plan in place to reduce or eliminate? List perspective.

64. Do you have your database segmented by category, products, geography, etc.? (Yes or No)

65. How often do you follow-up with each category of buyer prospect? Everyday, week, month or year?

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66. How often is your company in touch with clients as a corporate initiative? Not something that depends on the mood or skills of an individual rep?

67. Describe the company's overcoming marketing philosophy.

68. What is your own true attitude toward marketing?

69. Do you use advertising tactically or strategically? (Yes or No)

- Give Examples.

70. Do you have a PR effort? (Yes or No)

- If so, what does it consist of?

- How often do you do it?

- How does it work?

- What benefit have you accepted?

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71. Describe your direct-mail efforts.

- Type

- Frequency

- Objective

- Results

72. Do you use my three ways to grow a business model? (Yes or No)

- If so, describe each category of what you do.

73. Do you have regularly scheduled hours of communication? (I.e. e-mail, newsletter, monthly update letter, etc.) (Yes or No)

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74. How do clients perceive your company among everyone else in the industry?

75. How do clients perceive your products/services, sales people, and marketing?

76. How do your competitors see your marketing? Describe their perspective.

77. Do you have a database?

- If so, describe all the ways you use it for ongoing marketing purposes.

78. Where does most of your business come from? (Products or services, types of customer and geography industry.)

79. Describe every successful advertising, selling or marketing program you have engaged in for the last three years that has worked.

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Indicate whether you've repeated it continuously.

80. Do you have a marketing budget? (Yes or No)

- **What is it**

- **How is it allocated**

- **How has it been used in the past**

81. Do you understand maximum allowable cost factor as it relates to the lifetime value/marginal net worth of a client?

82. What-strategic alliances, if any, do you have or have you ever had in place?

- How did they fare?

- How did they affect your business?

83. Who stands to gain more than you if you grow? (I.e. people who have products or services that are purchased after your products or services are purchased, or concurrently purchased with the product/service, etc.).

84. What are this year's strategic goals?

85. Explain where all your marketing effort, time and money is being spent versus where it should be spent.

86. How much of your business comes from referrals?

87. How much of your business comes from advertising?

88. How much of your business comes from direct sales?

89. Go through all 30 of the standard options in the "Three Ways to Grow a Business Model" and tell me how many you do and each one has favor and how.

90. Describe your marketing positioning.

91. What's your Marketing structure?

Congratulations!

Just by completing this questionnaire, you have placed yourself ahead of 95% of the business owners in America today, who never take the time to think deeply about their business. Those individuals, many of whom are your competitors, spend so much time working in their businesses that they never take the time to work on their businesses.

How Does Your Business Stack Up?

Self-Diagnostic Assessment Test

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Dear Business Owner:

A lot of people fixate on the abstract concept of trying to work "on" their business, instead of "in" it. I'm a more direct and logical thinker: I've always tried to figure out how to get a business to work harder for its owner than he or she worked for it. A simple difference perhaps. But a major difference, nonetheless.

With my driving thought always being how many ways I can help get your business working harder and better for you --- I've created an 87-question, self-diagnostic assessment test called "How Do You And Your Business Stack Up?" It asks some very straightforward, (yet highly revealing) questions designed to instantly detect 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.

It's the perfect grounding and preparatory orientation to help you gain maximum insight, benefit and value out of the two hours we'll be spending together on the teleconference call.

I invite you to sit down right now and go through the 87 questions on this test --- the answers and their business/financial implications to you will be self-evident. Once you've completed all 87 questions, see where you stand (see self-diagnostic interpretation section at the end).

It's a shame to see promising businesses under-perform their capability to deliver more income, certainty, profits and wealth to their owners --- if it's easily doable. Frequently, merely shifting the marketing you do, the strategy you follow and/or the money-making system you implement can double, re-double and even re-double -- again -- the income and profits your business delivers to you.

I created this self-diagnostic assessment test to see whether or not your business could be --- and should be --- delivering more pay-off for you.

In conclusion, I look forward to spending quality time with you on my business building workshop.



Jay L. Abraham

P.S. Here now are the 87 questions to answer. Be candid with yourself; since you alone will know the exact answers and their profit implications.

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- 1.) How many different selling methods do you currently do/use?
 One (1pt) 2-4 (2pts) 5 or more (3pts)
- 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 have a keen handle on all you marginal net worth factors for all three ways to grow clients and for each segment of separate product line you market?
 No (0) A Few (1) Most (2) All (4)
- 4.) How many formalized, referral generating systems do you have working right now that everyone in your enterprise with Buyer Contacts uses and follows?
 None (0) One (1) 2-5 (2) 6 or more (4)
- 5.) Is your business being marketed tactically or strategically?
 Tactically (0) Strategically (2)
- 6.) Do you have a powerful USP that comes across to the market you target as being the only viable solution to a problem they have that you alone verbalized for them or an opportunity you alone identified?
 No (0) Yes (2)
- 7.) Do you know what your attrition rate is and why they stop buying from you?
 No (0) Partially (1) Yes, in both cases (3)
- 8.) Do you have attrition reduction or client conservation programs in place to minimize inactive buyers?
 No (0) Yes (2)
- 9.) Do you have comprehensive databases of your prospects and buyers that identifies everything from names, contact numbers, type of buying, what they buy, what they didn't buy, where they originated from, quantities of past purchases, etc.
 No (0) Partial (1) Yes On All Issues (3)
- 10.) 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)
- 11.) Do you know exactly where all (or at least most) of your business is coming from and how to stimulate more people from those specific sources to purchase from you? No (0) Yes (2)
- 12.) Do you know where your biggest source of untapped new business is and how to ultimately mine it?
 No (0) Yes (2)
- 13.) Does at least 25 of your business currently come from referrals?
 No (0) Yes (2)

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- 14.) Is the average number of referrals you get every month going up or down? Growing or dropping?
 Down/Dropping (0) Up/Growing (2)
- 15.) Do you have a reliable system of collecting and creating client testimonials and success stories?
 No (0) Yes (2)
- 16.) If "yes," how many client testimonials and success stories do you have?
 1-5 (1) 6-10 (2) 11-20 (3) 21 & over (4)
- 17.) 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)
- 18.) Do you have respected people in your field, market, industry who unheedingly endorse you and your company?
 No (0) Yes (2)
- 19.) How many endorsements do you have?
 None (0) 1-3 (1) 4-9 (2) 10 or above (3)
- 20.) Do you have a continuous system/approach program actively in place to continually secure more prominent endorsement?
 No (0) Yes (2)
- 21.) Do you have any strategic alliances host beneficiary relationships actively in place right now?
 No (0) Yes (2)
- 22.) If "yes," how many strategic alliances/host beneficiary relationships are you currently doing promotions with right now?
 One (1) 2-5 (2) 6-10 (3) 10 or more (4)
- 23.) Are you adding host beneficiary endorsements (i.e., complementary businesses, publications, associations) to your marketing mix every quarter?
 No (0) Yes (2)
- 24.) If "yes," how many (on average) are you adding to your marketing mix every quarter?
 1 (1) 2-3 (2) 4-9 (3) 10 or more (4)
- 25.) Do you repeatedly test headlines or their equivalent (i.e., opening sentence of your presentations, phone-in sales calls, telemarketing scripts, greeting at trade shows, etc.)
 No (0) Yes (2)
- 26.) If "yes," how many different headlines or equivalent have you successfully tested in the last 12 months? _
 1 (1) 2-9 (2) 10-20 (3) 21 or more (4)

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- 27.) Do you have a systematic, ongoing follow-up system you follow and put into action for every prospect and first time buyer you acquire?
_____ No (0) _____ Yes (2)
- 28.) 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)
- 29.) Do you know your allowable cost of acquiring a new prospect and/or clients and if "yes," do you invest up to that amount in your marketing efforts to acquire new buyers?
_____ No (0) _____ Yes (2)
- 30.) Do you have a progressive backend; meaning, you keep logically either reselling clients ongoing quantities of your basic products/services or you keep adding new additional backend products or services to the sales cycle.
_____ No (0) _____ Yes (2)
- 31.) If yes, how many different progressive, backend products do you offer?
_____ 1-2 (1) _____ 3-9 (2) _____ 10 or More (3)
- 32.) Do you spend more of your time on marketing or managing?
_____ Never (0) _____ Once Every Six Months (1) _____ Once A Quarter (2)
_____ More (3)
- 33.) Do you believe Peter Drucker's quote that marketing and innovation are the two things that create customers and profits; everything else is an expense?
_____ No (0) _____ Yes (2)
- 34.) Do you use risk reversal to close sales and differentiate your business from your competitors?
_____ No (0) _____ Yes (2)
- 35.) If yes, how many different ways have you tested reversing the risk?
_____ None (0) _____ 1 (1) _____ 2-4 (2) _____ 5 or More (3)
- 36.) How many of these key, marketing factors do you regularly test?
_____ Nothing (0) _____ Just Headlines (1) _____ Headlines, Offers (2)
_____ Headlines, Offers and Guaranteed Risk Reversals (3)
- 37.) Do you offer bonuses (either tangible or intangible) as an incentive to purchase your product or service now?
_____ No (0) _____ Yes (2)

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- 38.) How much of a difference have your tests made on either your results/response/profit?
 _____ Less than 10% Improvement (1) _____ 11-30 (2) _____ 31-50 (3)
 _____ 51-99 (4) _____ 00 (double) or Higher (5)
- 39.) Do you do PR/media relationships/radio/newspaper/magazine interviews?
 _____ No (0) _____ Yes (2)
- 40.) Do you use the results of these activities in excerpts or reproductions as part of your marketing?
 _____ No (0) _____ Yes (2)
- 41.) Do you write articles, special reports or a book(s) you use for promotional positioning?
 _____ No (0) _____ Yes (2)
- 42.) Do you have a prime prospect list or lists you market to by either direct mail, e-mail, telemarketing, catalog or sales personnel?
 _____ No (0) _____ Yes (2)
- 43.) Do you know what your return on investment is for Lead/Prospect Generating, Lead Generating and Sales Conversion and/or Reselling Buyers?
 _____ No (0) _____ Yes (2)
- 44.) Do you have a continuous way to build a growing prospect/client e-mail list?
 _____ No (0) _____ Yes (2)
- 45.) How often do you send quality e-mails out that provide a benefit to your clients and/or prospects?
 _____ Never (0) _____ Infrequently (1) _____ Quarterly (2) _____ Monthly or More (3)
- 46.) Are your e-mails, educational/contact-based and not merely self-serving?
 _____ No (0) _____ Yes (2)
- 47.) Do you have a direct response-formatted website that is built around my marketing principles?
 _____ No (0) _____ Yes (2)
- 48.) Do you do effective (meaning successful at both attracting and then converting) search engine optimization that builds more prospects, buyers, business?
 _____ No (0) _____ Yes (2)
- 49.) Do you have a Power Parthenon of different marketing activities in place where prospects/clients/revenue flow in from multiple profit pillars/streams? If yes, how many pillars in your Power Parthenon?
 _____ 2 (1) _____ 3-5 (2) _____ 6-8 (3) _____ 9 or More (4)

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- 50.) Do you have a target prospect list of strategic partners - i.e., companies that either already have a strong relationship with the same people you want to sell-- or new, competitive organizations that have more to gain than even you do by seeing you sell your product/service to more people/companies.
_____ No (0) _____ Yes (2)
- 51.) If "yes," how many prospective, new "strategic partner" companies (with complete contact data) are there on that list?
_____ 1-5 (1) _____ 6-10 (2) _____ 11-20 (3) _____ 21-50 (4) _____ 51 and Over (5)
- 52.) Have you and all your people who have contact with your prospects/buyers had formalized strategic consultative/advisory sales training?
_____ No (0) _____ Yes (2)
- 53.) If yes, how often do you retrain and advance their skills in this all-important revenue-generating factor?
_____ Never Again (0) _____ Yearly or Longer (1) _____ Every Six Months (2) _____ Monthly (3)
- 54.) How many competitive advantages have you created for your business?
_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or More (3)
- 55.) Do you have successful ways to acquire new clients/buyers at a breakeven and that makes your real profit on the backend?
_____ No (0) _____ Yes (2)
- 56.) If "yes," how many different approaches do you use?
_____ One (1) _____ 2-3 (2) _____ 4 or More (3)
- 57.) Do you regularly educate and update your prospects and clients?
_____ No (0) _____ Yes (2)
- 58.) How many prospect lists have you located and use that better target your best defined prospects?
_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6-10 (3) _____ 11 or More (4)
- 59.) Do you really think your marketing makes irresistible offers to your prospects?
_____ No (0) _____ Yes (2)
- 60.) If "no," how many ways can you come up with right now to strengthen the appeal, attractiveness, effectiveness of your sales, advertising, promotional offers and propositions?
_____ One (1) _____ 2-5 (2) _____ 6-10 (3) _____ More than 10 (4)
- 61.) How many more complementary (up-sell/cross-sell) products/services do you currently add to your sales proposition?
_____ None (0) _____ One (1) _____ 2-5 (2) _____ 6 or More (3)

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- 62.) Do you offer buyers greater/larger units/quality product to increase the size of each sale?
_____ No (0) _____ Yes (2)
- 63.) 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)
- 64.) Do you endorse or do joint ventures with other companies to sell THEIR products/service to YOUR buyers and prospects?
_____ No (0) _____ Yes (2)
- 65.) Do you hold, run, or do special events such as seminars, new product introductions, end of year promotions, close out promotion, private sales, meet the management events, meet the manufacturer events, meet the creator-type events, etc.?
_____ No (0) _____ Yes (2)
- 66.) Do you ethically (but effectively) prepare buyers from their very first purchasing experience with you to keep coming back to purchase over and over again?
_____ No (0) _____ Yes (2)
- 67.) Do YOU personally talk to your buyers, prospects, and clients regularly to learn what they want and then build a relationship with them?
_____ No (0) _____ Yes (2)
- 68.) Do you regularly shop/buy from your competitors to see what they do differently or are doing that your company doesn't do?
_____ No (0) _____ Yes (2)
- 69.) There are between 15 and 30 key impact or leverage points that can positively increase your business' sales/profit performance. How many have you identified?
_____ None (0) _____ 1-5(1) _____ 6-10(2) _____ 11-20(3) _____ Over 20 (4)
- 70.) Do you have a written marketing strategy and tactical implementation plan you continuously apply and follow?
_____ No (0) _____ Yes (2)
- 71.) If "yes," do you regularly monitor and measure results and performance of every element of that plan and adjust, replace, improve areas or activities whenever performance drops or does not exceed specific targeted benchmarks you've established?
_____ No (0) _____ Sometimes (1) _____ Yes, Always (2)
- 72.) Do you have a complete e-mail marketing strategy you constantly adhere to, implement and follow?
_____ No (0) _____ Yes (2)

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- 73.) Do you study the success approaches other companies use that can be adapted and adopted by you?
 No (0) Yes (2)
- 74.) If "yes," do you regularly (at least once a quarter or more) pick approaches you want to tryout and then actually test them to see if they perform better than the approach(es) you are currently using?
 No (0) Yes (2)
- 75.) Does your marketing, sales approaches and advertising activities focus on benefits or features?
 Features (1) Benefits (2)
- 76.) Do you know the top five reasons why prospects don't buy from you?
 No (0) Yes (2)
- 77.) Do you have a compelling and persuasive way to overcome each of those five objections or resistance points?
 No (0) Yes (2)
- 78.) Do you really know what your business ideology is and can you explain it in a paragraph or less?
 No (0) Yes (2)
- 79.) Do you know all of the marketing assets (both tangible and intangible) your business has available to it?
 No (0) Yes (2)
- 80.) Have you identified all the different revenue-generating activities your business is engaged in doing so you can start improving and maximizing each one?
 No (0) Yes (2)
- 81.) How often do you invest time, effort and committed focus to learn better ways to improve the sales, marketing, profit and/or competitive performance of your business?
 Never (0) Once a year (1) Twice a year (2) Constantly (3)
- 82.) How much of my three ways to grow a business model and its 32 key revenue drivers are you currently applying?
 None (0) Very Little (1) About One-Third (2) Most (3)
- 83.) Are you effectively applying the strategy of Pre-Eminence to all your sales, marketing, promotional and prospect/client communication?
 No (0) Sometimes (1) Yes, Always (2)
- 84.) Do you really know and can you clearly verbalize what your business' biggest marketing problem is?
 No (0) Unsure (1) Yes, Absolutely (2)

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85.) 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)

86.) Do you know what areas of your marketing your business is weak, poor or ineffectual at doing, i.e., prospecting follow-up, converting, re-selling, referrals, etc?

_____ No (0) _____ Yes (2)

87.) Do you know where your business' biggest growth or profit opportunity lies?

_____ No (0) _____ Yes (2)

The "Key" For Interpreting Your Answers

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Now that you've completed answering all the questions in this assessment test, here's how to see what it all means to you:

Tally up all the points your answers represent by calculating the point status 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...

- a) If your total points equal 59 or less, it tells you that your marketing is very weak, your opportunity for growth and greater profitability with a better marketing strategy to follow IS ALMOST ASSURED. You are probably realizing less than 15 of your real business/financial/marketing potential.
- b) If your total points equal 60 to 193, you're marketing at a decent level; but your business has exceptional 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.
- c) If your total points exceed 194 or higher, congratulations! You're a very fine 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. Nevertheless, I'm very proud of your level of success so far.

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