

MARKETING PLAN AUDIT QUESTIONNAIRE

1. List the products and/or services which comprise 80% of your total sales and indicate the gross profit margin for each.

2. For each market segment what is your current market share and what is your potential market share?

3. What is the best marketing opportunity that exists for the business?

4. Explain the selling process for each market segment ie specifically run through how sales are generated.

5. What sources does your business come from?

6. List the customers which comprise 80% of your total sales and state the percentage of sales each customer represents.

7a. What is the average sale to a customer?

7b. What is the average gross profit margin?

7c. How many times in a year does the average customer purchase from you?

7d. What is the estimated number of years you will retain a new client?

7e. What is the acquisition cost of a new client?

7f. Do you know what a new client is worth to you?

8a. Do you have a client database?

8b. Does the database record all contact with the client ie phone calls, letters, purchases, etc?

8c. What system is in place to record details of new clients?

9a. What system is in place to generate referrals?

9b. How much of your business comes from referrals?

10. What system is in place to reactivate clients who have not purchased for a period?

11. What is the business's competitive advantage? Describe in detail.

12. Is there anything unique about your products and/or services?

13. Do you offer any guarantee on your products and/or services?

14a. What form of advertising do you do?

14b. How much do you spend on each form of advertising?

14c. How do you evaluate the effectiveness of each advertisement or promotion?

15. How do you generate new customers?

16a. Do you have any sales staff?

16b. What performance incentives do you offer sales staff?

17a. Do you have a system in place to monitor enquiries to actual sales?

17b. Do you monitor the conversion rate of each sales person?

18a. How frequently do you communicate with your customers?

18b. What system do you have to monitor contact with customers and prospects?

19a. Do you categorise clients in any way ie A, B, C? (A most important, C least important).

19b. What is the basis of the categorisation and do you provide any additional service to A and B clients?

20a. What factors determine the frequency of purchase of your products and/or services?

20b. What strategies do you use to increase the frequency of purchase?

21. Do you obtain testimonials from clients?

22. Do you conduct client surveys?

23. How do you handle customer complaints?

24. How do you educate your customers about your products and/or services?

25. Do you have any networking relationships with other businesses who refer you to clients?
