

The Compass Marketing Checklist©		
POSITIONING		
Solution.	I have a clearly articulated solution statement for my business (Audio Logo) that tells what problems I solve and what solutions I provide my clients	
Target	I know who my clients are, where they are and what benefits and features they are looking for in my kind of service.	
Benefits	I have outlined a number of specific client-centered benefits that my clients receive when they use my services.	
Uniqueness	I have a Unique Competitive Advantage that explains why I am different than my competition and what that means to my clients	
Qualities	I am clear about the unique qualities I bring to my business and people know me for those qualities	
		Total
PERFORMANCE		
Communication	I understand that the key to successful client engagements is clear communication. I work constantly at improving this skill	
Promises	I make clear, unambiguous promises for what I will deliver and what results clients can expect when I undertake an assignment or project. I keep my word	
Requests	I make crystal-clear requests of my clients so they know what I expect of them in a client engagement. They understand that we are partners	
Personal Performance	I stay motivated and true to my personal vision of my business. I get the things done not only for my clients but for myself to make my business successful consistently exceeds clients' expectations	
Extra Mile	I don't just offer good service. I do everything in my power to deliver service that consistently exceed my client's expectations	
		Total
PROMOTION		
Relationship	Through all my promotional vehicles people get a sense of who I am and what my services are really about	
Referrals Systems	I have several ways to actively generate referrals from existing clients. Referrals are one of my strongest sources of new clients	
Visibility Systems	I stay visible to my target market and expand my credibility through networking and a web site	
Expertise	I communicate my expertise to my target market through speaking to groups and writing/publishing articles	
Keep-In-Touch Systems	I send information to clients and prospects on a regular basis through a newsletter, e-Zine or other mailings	
		TOTAL

PERSUASION		
Focus	Whenever I speak to someone about my services and their needs, I am totally focused on what I can do for them - how I can help.	
Needs	I am skilled at building rapport by learning the past and present situation of my prospects through a series of well-thought-out questions	
Objectives	I am skilled at motivating my clients to use my services by discovering what future objectives are the most important to them.	
Presentation	I have a well-structured and well-organized presentation designed to inform my prospects about exactly how I can solve their problems and meet their objectives	
Recommendation	I am successful in asking for the business. I know what to say and do to win a prospect's commitment to my services	
	TOTAL	
PACKAGING		
Identity	I have an attractive and appropriate "business identity package" with cards and letterhead printed with my own unique company identity	
Value	Everything that I offer my clients is presented as a value to the client. I always answer their question: "What's in it for me?" This is presented in a one or two-page "Executive Summary."	
Services - What You get	My services, what I do and how I do it, are clearly presented in a brochure, marketing package or web site. It's no mystery what you get.	
Pricing and Proposals	I have a well-defined pricing strategy and proposal outline	
Personal Presentation	Everything about my business, including my personal presentation is presented in a way that truly represents who I am.	

Totals

Positioning	Performance	Promotion	Persuasion	Packaging	To Do List

Check how many points you have in each column, and create a To Do list of things in each area you need to take care of. As you mark off each section with a tick, you can increase the number of boxes checked in your totals grid. Your aim is to have 4 out of 5 checked off inside the next 12 months.

If you decide you would like assistance in getting all your marketing checked and evaluated, please contact Compass Development Group Ltd for an obligation free discussion about how we can work with you to develop a clear and easy to use strategic marketing plan for your company. www.compassnz.com