

Please return completed form via email to janna@ignitemarketinggroup.com or fax to 512-608-9390

Business Evaluation

Company Name:
Name/Title:
Phone/Fax/Email:
Company Location/Branch Locations:
Number of Employees/Number of Sales People:
Website:

About Your Business

Please describe your business. What do you do?

Is your business currently: a. growing b. stagnant c. declining
By what percentage?

Why would a prospect favor you/your company over your competitors? What are the top five advantages of doing business with you? Give specific reasons.

How often do your customers buy from you/a company like yours?

About Your Customers and Prospects

Describe your target market in general along with a description of the average customer purchasing your product or service.

Where do your prospects look first when they need your product or service (examples: yellow pages, referrals, etc.)

What's most important to your prospects when purchasing/using your product or service? List as many things as you can; list at least three.

What are the biggest frustrations your prospects have when doing business with your industry/type of company?

If a close friend of yours needed to buy from or hire a company such as yours *and could not buy from you*, what advice would you give him to help him make the best decision?

About Your Competition

What is your competitive environment like? Do you have direct competition? Indirect? Of what types? (Indirect competition can be do-it-yourself, or repair vs. replace, etc.)

List your top three competitors and their strengths/perceived strengths.

About Your Sales and Marketing

Describe your sales and marketing process, step by step.

What are the biggest challenges you face in the areas of sales and marketing? Be specific. (example: my sales people are having a more difficult time making appointments, and *here's why...*)

What media do you use to communicate your messages to the marketplace? (Newspapers, radio, telemarketers, sales people, direct mail, etc.)

How has your marketing environment changed over the last one to five years? (example: we used to run ads/send mail/have salespeople, etc. that gave us all the business we needed, and those things don't work any more.)

How has the current economy affected your business?

About the Numbers

Use the following calculation to determine your current cost to generate a lead.

	Annual advertising expense	
	Number of leads per month	
	Number of sales per month	
	Conversion ratio (C÷B)	
	Cost per lead (A÷B*12)	

Please record your sales volume history and goals for the next period.

	Sales in \$	Sales in units	Avg \$ per sale	Gross Profit %
Last Year				
Prior Year				
Year to date				
Highest Year:				
Expected				
Capacity				

Plan your customer profile. Use the following table to break down the major types of customers you currently have. Do you want to increase sales to any particular type or to all of them? (Is one type more desirable than the others?) By what percentage in the next 12 months?

Customer Type	Current % of total business	Avg \$ per sale	Desired %age Increase

Please send to us in advance your Company Literature and Marketing Materials (ads, brochures, flyers, etc.) for our pre-consultation analysis.

Thank you for taking the time to complete this Business Evaluation.
Doing so helps us make the most of our time together.



Janna Fain, Managing Partner
604 Rolling Green Drive, Lakeway, TX 78734
Email: janna@ignitemarketinggroup.com ♦ Phone: 512-922-2523 ♦ Fax: 512-608-9390