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“Marketing to Win” Fitness Test

Warm Thoughts Communications, the country's largest marketing firm focusing exclusively on the home comfort industry.

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After any installation, my customers get a thank you card or a phone call to make sure they are satisfied.

Yes No

I know the long-term dollar value of my customers. This includes sales generated by tune-ups, repairs and installations over the lifetime of the customer relationship.

Yes No

I collect information about customer preferences, age of equipment, and a personal history in a database to help me market other services and generate referrals.

Yes No

I know which of my customers have electric water heaters, to help me promote gas replacements.

Yes No

I don't just rely on manufacturers for marketing materials. My own materials differentiate me from my competitors by showing the benefits of my company.

Yes No

I have a list of clients with old equipment.

Yes No

My employees generate lots of leads for the company.

Yes No

My salesmen/office staff religiously track where their leads come from, and I access their figures to determine marketing effectiveness (especially yellow pages).

Yes No

When a potential customer does not buy from me, I still keep his name in a database so I can follow up later with him.

Yes No

I trust that my salespeople are making the same kind of professional presentation I would make.

Yes No

My people always answer the phone as if they were happy to do business with the caller.

Yes No

I have innovative ways to thank people for their long-term business; I devote a large portion of my marketing budget to developing more business from my existing accounts..

Yes No

I do not rely exclusively on my service techs to sell service agreements because my marketing materials explain the benefits of the program and the value of my service in a clear, powerful and effective way.

Yes No

I am confident about the way I communicate with my customers; if I asked them, most could describe the services I offer, and what makes me a better value than my competitors.

Yes No

Typically, my competitors follow my marketing initiatives, not vice-versa.

Yes No

I offer a variety of equipment options to distinguish myself from competitors and solve customers' comfort problems better.

Yes No

My company aggressively pursues referrals from our existing client base.

Yes No

Scoring (Give yourself 1 point for every question you answered Yes)

- 12-17 Hot Damn, you are playing to win!
7-12 You're on the right track. Don't stop now.
0-7 Congratulations! You have a tremendous opportunity to make more money than you are.

