

MarCom Plan Questionnaire

In an effort to have a productive introductory meeting, enclosed are some questions that we need to address before beginning Phase 1 of the marketing plan. Please review at your convenience.

- 1) How are your products/services currently distributed?
- 2) What is your target markets by product/service?
- 3) Who is the main decision-maker (by title and target market) in regards to purchasing your products? In addition to the decision-maker, who plays an influential role in the buying process?
- 4) What operational dynamics do you currently look for in a potential customer?
- 5) Is your sales force direct, indirect or a combination? How many reps do you have? How are their territories divided?
- 6) What is your typical sales cycle time?
- 7) In your opinion, who are your top five- (5) competitors?
- 8) What product characteristics set you apart from your competitors?
- 9) How do you feel the company can be best positioned in the future?
- 10) What trends do you currently see emerging in the marketplace?
- 11) To what trade associations do you currently belong?
- 12) In which trade magazines do you currently advertise?
- 13) Who are some of your existing customers?
- 14) What market segment do you feel provides you with the best opportunity for future growth?
- 15) Do you feel that a strong recognition exists for your brand in any of your respective marketplaces?
- 16) What is the biggest challenge facing your organization in the near future (12-18 months)?
- 17) What marketing initiatives are you currently implementing?

- 18) Which do you typically promote more, your corporate branding or your product/service branding?
- 19) How do you currently generate sales leads?
- 20) What has been your existing marketing strategy?
- 21) Is further product development needed on your core products?
- 22) What is the average necessary investment to incorporate your products into an existing operation?

In addition to the above questions, please be prepared to discuss the company's strengths and weaknesses, as well as any opportunities and threats that you feel exist.