

# ASSESSING YOUR MARKETING ABILITY

This self assessment questionnaire tests your approach to marketing. Answer the questions as honestly as you can (note - no one will see your results!). If your answer is 'never' mark 1, and so on. Add your scores together, and refer to analysis at the end of questionnaire.

Options:

- 1 Never
- 2 Occasionally
- 3 Frequently
- 4 Always

1. I research customer need before developing/offering new products/services

1 2 3 4

2. I regularly seek customer feedback and use it to influence decisions

1 2 3 4

3. I take action to make sure that every customer is a satisfied customer.

1 2 3 4

4. I have set standards to ensure effective customer service by all staff.

1 2 3 4

5. I monitor the number of customer complaints that we receive, and take them very seriously.

1 2 3 4

6. I find reasons/ways to keep in touch with customers.

1 2 3 4

7. I show customers that their business is valued.

1 2 3 4

8. I try to see if there is anything I can learn from a customer's complaint.

1 2 3 4

9. I try to turn one-off customers into regular ones.

1 2 3 4

10. I ask customers to recommend us.

1 2 3 4

11. I try to find out why we have lost a customer.

1 2 3 4

12. I attempt to win back lost customers.

1 2 3 4

13. I am always on the lookout for new customers, and expanding my customer base.

1 2 3 4

14. I try to nurture custom loyalty.

1 2 3 4

15. I have a marketing strategy.

1 2 3 4

16. I try to add value to our products and services.

1 2 3 4

17. I use public relations techniques to boost marketing effectiveness.

1 2 3 4

18. I evaluate the overall effectiveness of any marketing initiative.

1 2 3 4

19. I set a working marketing budget each year.

1                      2                      3                      4

20. I seek out cross promotion opportunities with other local businesses.

1                      2                      3                      4

**Analysis:**

Now you have completed the self-assessment questionnaire, add up your total score and check your performance. Identify the areas you need to work on.

20-40 You need to take a more organised, planned, methodical and measured approach to improve your effectiveness.

41-60 Some of your marketing activity is a success but there are areas that need working on.

61-80 You have adopted a professional, strategic approach to marketing. Keep up the good work and stay ahead of the competition.

**AREAS I NEED TO WORK ON:**

(Questionnaire is adapted from M Ali, *Marketing Effectively*, 2001)