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**"Providing World Class Business Development-Personal Development Programs & Opportunities"**

*"Profit Builders' Gives A 100% "No Weasel Clauses" 12 Month Guarantee on all Success Resources!"*

*"We have helped over 6,000,000 on their path to success, wealth, prosperity and abundance"*

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## Marketing Plan Analysis



Your marketing plan is your plan to bring your product or service to the market place. Marketing strategies match or transform your product or services to the needs of your customers. Good market research will uncover marketing ideas for new products or services that are not presently being met.

The first step is a market analysis. This analyzes the market size, growth characteristics, buying trends and trends for the future. It profiles the competitors in the market you want to compete in. What are their strengths, weaknesses and unique selling proposition? What are opportunities are there that are not being satisfied? Profile your current and potential customers. How do they make their buy decision? What are they looking for that isn't available today?

Marketing strategies and tactics are your plans to capture a niche or an entire market segment based on your company capabilities and the needs of the market. Marketing strategies should include product positioning strategies, pricing, distribution, channel penetration, advertising, Internet, public relations, tradeshow, use of reps, telemarketing, direct mail, etc.

Introducing new products or services to the market is a major stumbling block for most small businesses. Frequently an aggressive marketing manager will commit to a new product before it has ever been prototyped.

The new product development process should not be based only on technology and process capabilities (engineering driven). The new product launch that is based only on satisfying an un-met market need without taking into account company capabilities is equally bad (marketing driven). New product introductions need to be a joint venture between marketing and engineering to be effective.

A well thought out marketing plan is needed in today's world. Profit Builders Inc. and Associates can help develop the right plan for your business. We work with you and your staff to create your own blueprint for success. We work with startup organizations as well as mature organizations.

## **Turn Your Business into the Ultimate Money Making Machine Making 7 Figures + Annually in 3, 4, 5, 6, or 7 Years!**

By answering the following marketing questions, you will gain vast insight into the strengths and weaknesses of your business or professional practice to earn BIG money.

Answer as many of the questions as you can on separate sheets of paper and Email your answers to [MJKKissinger@ProfitBuildersInc.com](mailto:MJKKissinger@ProfitBuildersInc.com). or [MJKKissinger@yahoo.com](mailto:MJKKissinger@yahoo.com). If you don't totally understand or are unable to answer particular questions, don't worry.

When you have read all of the strategies and worked with us in our programs you will understand the meaning of all these questions and you will appreciate the value and importance of them.

### **PART I: GENERAL BUSIESS INFORMATION:**

[1]: Tell us about yourself...

Contact Name	Contact Title	Email
Company Name	State	Zip
Phone Number		Fax Number
Website		
Industry	Revenue	# Employees

2. What initially got me started in you business or career (what motivation, occurrence, etc)?
3. When you first started, where did your clients or promotions come from?  
(What process, method, or action did you use)?
4. What are the primary products or services you sell?
5. What is the one question you most want answered in this process?
6. How long have you been in business?
7. Do you consider your business to be large, medium or small?
8. How many customers do you currently have?

9. Do you have a client or customer list?
10. How many employees do you have?
11. What was your annual sales volume last year?
12. Was that sales volume up or down from the previous year?
13. By what percent?
14. What was your annual cost of sales as a percent of Gross Sales for this past year?
15. What were your pretax profits on last year's revenue?
16. Do you have a customer list on a computer?
17. What's your annual promotion, sales department or marketing budget?
18. Are you selling something you love?
19. Is your business local, regional, national, or international?
20. How is your promotion, sales or marketing budget broken down and utilized?
21. What is the biggest customer or client complaint in your industry?
22. Breakdown your clients or customers by as many categories or segmentations (i.e. Product, frequency, specific area of purchase, etc.).
23. What has been your biggest marketing success to date?
24. Describe in complete detail including the philosophy behind it, the specific strategy and tactics you employed, etc...
25. Explain and show your honest feelings about our company, your customers, etc.
26. Is your business a repeat business?
27. Explain.
28. Describe the most successful and/or unsuccessful joint venture or endorsement deals you've tried.
29. What is your greatest personal strength?
30. What is your greatest personal weakness?
31. What do you plan to achieve as a result of working with PBI?
32. Who in the world of business do you most admire? Why?
33. Why did clients originally buy from you (or buy you)?
34. Why do clients buy from you (or buy you) now?
35. Describe what your business does completely (what you sell, how you sell it, and who you sell to by industry, commercial category or specific niche?
36. What is your business philosophy as it relates to your clients or customers?
37. How have your methods for doing business, or the product or service line(s) you market, changed since the inception of your business?

38. What is your vision for your business for the next: 6 months 1 year?  
3-5 years? 10 years?
39. What is your biggest opportunity to achieve this vision?
40. What is your greatest strength and is it consistent with this opportunity?
41. What is your greatest problem or weakness in achieving this vision?
42. What is the solution?
43. What are your sales per employee?
44. Is that above, below, or equal to your industry average?
45. What steps are you taking (or going to take) to improve it?
46. What is the "lifetime value" of your typical customer or client?
47. How much revenue will he/she generate for you over the entire period they do business with you?
48. What is the biggest customer complaint about your company?
49. How does your company address that problem?
50. Do you buy from your competitors to keep track of what they are doing right and wrong?
51. Explain how these insights have helped you refine and better focus your overall business strategy.
52. Do you actively seek information from experts in your field and other fields related to ours?
53. Explain.
54. When was the last time you introduced a new product or service to your market?
55. How well did it work?
56. What was the reason for its success or failure?

**PART II: GENERAL MARKETING INFORMATION**

1. What is your target market and how did you arrive at it?
2. What is your Unique Selling Proposition or USP? (Why do people buy from you)?
3. Is your USP a consistent theme in all of your marketing and sales efforts?
4. If yes, how, and if no, why not?
5. Briefly describe your marketing program or marketing mix (All the different types of marketing you use and how they interrelate – i.e. yellow pages, spot advertisements, direct mail, direct sales, telemarketing, etc.).
6. Who are your biggest competitors, if any?
7. What does your competition offer that you do not?
8. What steps do you take to offset their advantage?
9. Are they working?

10. If not, what needs to be changed?
11. What is your competitor's biggest failing and how do you specifically fill that void?
12. Do you use direct response marketing concepts?
13. If not why not?
14. How much time each month do you devote to marketing?
15. Do you have a marketing director?
16. If so, describe his/her primary responsibilities and duties?
17. Do you provide incentive bonuses to your employees for creating new and better marketing methods for your company?
18. Explain.
19. What's your market potential (universe) and your current share of that market?
20. What ways have you attained your existing customers or clients (from best to worst)?
21. What does it cost you to get a new customer or client?
22. What is the average sales and profits generated from a new client in the first year?
23. How is that information useful in your overall marketing strategy?
24. What is your biggest and best source of new business?
25. Are you doing everything possible to secure this business?
26. If no, why not?
27. What is your biggest marketing problem or challenge today?
28. Describe it in its entirety as candidly and directly as possible.
29. What are the personal, financial and transactional implications it may impose?
30. What change is required to satisfy your projected vision of your business?
31. After the initial sale, are there systematic, formal methods you use to communicate and resell your client?
32. If so, what are they?
33. If not what should they be?
34. Do you have a systematic back-end?
35. Describe how it works?
36. If you had as much money as you wanted, what would you do to improve your marketing?
37. If you had as much money as you wanted, what would you do to improve your product or service?
38. What impact would that have on your clients or customers?
39. Do you have a written marketing plan that you adhere to?

40. If so, explain it?
41. Is the plan based on a fixed budget number or is it a variable percentage of sales?
42. What do your clients or customers really want?
43. How do you know?
44. Why do your clients or customers buy from you?
45. Do they buy exclusively?
46. Do they also patronize your competitors?
47. What steps can you take to get the main portion of their business?
48. What problem does your product or service solve for your customer or client?
49. Describe your client's or customer's needs?
50. What are the positive results your product or service provides?
51. Do you have an adequate supply of client or customer testimonials?
52. Is there a system in place for their capture?
53. Are they written, on audio or video, and how are they used in your marketing?
54. Why would the testimonials be dramatic, and compelling to others?
55. Describe the best specific achievement you have produced for one of your clients.
56. Is your in-bound telemarketing operation well-trained to close sales?
57. Is your in-bound telemarketing operation well-trained to increase the average order?
58. Do you actively solicit referral business?
59. If so, how does it work and if not, why not?
60. Have you ever tried to reactivate your former clients or customers or non-converted prospects?
61. Explain.
62. Have you ever tried selling your non-converted prospects to your competitors?
63. Explain.
64. Do you make consistent efforts to communicate with and educate clients about what your company is doing to help them?
65. How formal, informal, or systematic is the process?
66. In what ways do you try to up-sell and/or cross-sell your clients or customers?
67. Are there other ways to different products/services you could be selling but aren't?

68. Do you need to make money on the front end or are you satisfied with only making it on the back end?
69. Explain.
70. Do 80% of your sales come from 20% of your clients or customers?
71. What are the implications of what you've discovered?
72. Do you ever barter your products, services, or assets with other companies in exchange for their products, services or assets?
73. Explain how it works.
74. Do you use bonuses in all your sales/marketing propositions?
75. How does it affect the response?
76. Do you use risk-reversal in your marketing propositions?
77. Explain its effectiveness.
78. What kind of guarantee or warranty do you give your clients or customers?
79. How does it compare with your competition or with the industry at large?
80. How do you capture the names, addresses, and phone numbers of all your clients and prospects?
81. Do you use them in your marketing programs?
82. What is your selling season, if any?
83. Are you looking to sell other complimentary products or services during the slower period?
84. If so, how do they interrelate?
85. What is your customer or client attrition rate?
86. Is that normal?
87. If it's too high, what do you think is the reason?
88. If it is lower than average, why?
89. How can your client or customer attrition rate be improved?
90. Do you contact them frequently and will complete propositions or offers?
91. If so, describe completely what you do.
92. Briefly describe the niche you fill in the market place and in the client or customers mind.
93. Are they the same?
94. What primary method of generating clients was used to build your business/career?
95. Which of your marketing or sales efforts brought in the bulk of your sales or clients?
96. What percentage of your business comes from this particular effort?
97. Do you test the various aspects of your marketing and selling activities to make sure they're producing the best and most profitable results?

### **PART III: GENERAL MARKETING INFORMATION SUMMARY**

1. How well connected or how involved am I with my clients at the sales/networking or transaction level (do I still sometimes take orders or sell or follow up)?
2. What ongoing sales/networking efforts do I personally perform today?
3. How do these functions differ from those I performed when I started my business/career?
4. Where do my clients come from specifically (demographics)?
5. Would I rather attract more new clients or garner more money from my existing clients, and why?
6. Who else benefits from my success, excluding my clients, my employees, and my family members?
7. How many of my suppliers/business colleagues would be motivated to help me grow my business more because it will directly benefit them at a very high level?
8. Who are they?
9. When I create a new client for my business or profession, who else have I directly created a new client for?
10. How have my methods for doing business, or the product or service line(s) I market, changed since the inception of my business?
11. What are my sales per employee or personal/departmental performance levels?
12. Is that above, or equal to my industry average?
13. What is the lifetime value of my typical client (or my contribution to explore) (how much revenue will he or she generate for me over the entire period he or she does business with my company)?
14. What is the biggest client complaint about my company and how does my company successfully address this problem?
15. What is my unique selling proposition or USP? (Why do my clients buy from me – what is it about my product and/or service that distinguishes me from my competition? Do I have more than one USP for different products/services or segments of my business?)
16. Is my USP a consistent theme in all of my marketing and sales efforts? If yes, how, and if no, why not?
17. Briefly describe my marketing program or marketing mix (all the different types of marketing I use and how they interrelate – i.e. sales letters, direct mail, direct sales, personal networking, Yellow Pages, spot advertisements, etc.).

18. What's my market potential (universe) and my current share of that market?
19. What does it cost me to get a new client? (If I ran an advertisement that cost \$1,000 and I obtained two new clients, my cost would be \$500.) Translate this to whatever your acquisition costs are.
20. What is my biggest and best source of new business, and am I doing everything possible to secure this business?
21. How many better ways could I reduce the risk of transaction, lower the barrier of entry, or reduce the hurdle for my client to make it easier for that person to do business with me?
22. After the initial sales, are there systematic, formal methods I use to communicate and resell to my clients – strengthening the relationship and bonding them to me?
23. Can I measure, compare, or quantify the tangible impact I make on my clients?
24. Do I need to make money on first-time buyers, or am I satisfied with only making it on the back-end (reorders), short- or long-term strategy.
25. What is my average order, transaction size, amount, and what are the steps I can take to increase it?
26. Are the marketing elements of your business either totally quantifiable or can they be easily made quantifiable?
27. Do you run an on-going advertising or direct mail that's ineffectual but you continue to spend a lot of money every month on it?
28. Do you have a sizable complement of field or "in—house" salespeople your not optimizing?
29. Do you have a tone of past customers and prospects you never work, solicit or attempt to actively resell?
30. Do you have a marketplace posture that's a natural "host" for other kindred or synergistic products or services?
31. Are you making all your money "up-front" but have no real existing "back-ends"?
32. Do you engage in lead or prospect generating, conversion and reselling but perform these functions poorly?
33. Do you have valuable intangible assets but are not utilizing them?
34. Are you unimpeachably honest and ethical and have references that check out without a blemish? In other words, are you "rock-solid" because you provide quality products or service and you'll honor, dutifully, your contracts and commitments to pay people when the money is due?
35. What can you improve immediately for getting new business?

Can a five minute test impact your wealth,  
your health and your happiness?  
*Take our free five-minute test and find out...*

[Click Here Now](#)

#### **PART IV: SPECIFIC MARKETING INFORMATION**

##### **SPACE ADVERTIZING**

1. What is your advertising philosophy?
2. What influenced or forged your thoughts on this?
3. Describe how you embody it into our ads, or do you?
4. Do you use Direct Response Advertising?
5. Are your ads working?
6. How do you know?
7. Do you use two-step advertising (i.e. step one generates qualified leads, step two converts those leads into clients or customers)?
8. If so, describe it.
9. What's your conversion ratio (In other words, out of every x leads you get by customers or sales)
10. What different techniques have you used to improve your conversion ratio?
11. What is your advertising cost per sale?
12. Have you tested different approaches to get better results?
13. What have you done?
14. Do you use conversion kits (package of follow-up materials) to convert prospects to sales?
15. If so, describe it.
16. If not, describe the steps you take to convert a prospect.
17. Do you test the different aspects of your advertising?
18. What do you test?
19. Copy?
20. Offer?
21. Price?
22. Media?
23. Headlines?
24. Size?
25. Publication position?
26. Illustrations?
27. If so, what did your test tell you, you did not know before?
28. What is the most consistent way you attract customers or clients to your business?

29. How much do you spend to bring in a new client or customer?
30. How much is the initial sale worth?
31. What have you learned categorically about conversions?

#### **DIRECT MAIL**

32. How much prospecting mail do you drop each month?
33. To whom?
34. Why?
35. Do you use a list broker?
36. If not, where do you get your names from?
37. How could you use non-competing companies who sell complementary products/services (i.e. a carpet cleaner approaching a carpeting company)?
38. Do you test the different aspects of your mailing?
39. What do you test?
40. Copy?
41. Offer?
42. Price?
43. Media?
44. List?
45. Headline?
46. What is the return on investment for your mailings?
47. How do you think it could be improved?
48. How often do you mail to your own list of clients or customers?
49. How often does a typical client or customer buy from you?
50. Can that be improved?
51. If so, how?
52. Is your mail informational or do you solicit additional sales from them?
53. Do you rent out your client or customer list or prospects list?
54. Explain.
55. Have you used telemarketing as a follow-up to a direct mailing?
56. If yes, what is its effectiveness?
57. If not, why haven't you?

#### **SALES**

58. If you have a sales force, how are they compensated?
59. Have you tried different types of compensation programs?
60. What was there effect on sales?
61. If you use another direct sales form (independent sales reps, dealers, and manufacturers' reps) have you ever compared the results to an inside or outside sales force?
62. Do you have a sales manager?

63. Describe his duties and objectives?
64. How do they coincide and fit with the overall marketing strategy of your company?
65. What is your gross and net income per salesperson?
66. What are methods you can use to improve it?
67. How much time do you personally devote to sales or salespeople?
68. What is your average order amount?
69. What steps can you take to increase it?
70. Do you do anything at the point of sale to increase the order or add on other products or future products or services (up-sell)?
71. If so, what?
72. How much professional sales training have you had?
73. What type of sales training do you offer your sales people (both junior and senior)?
74. How long does it take you to fill an order after you receive it?
75. If you improved your time would it have a dramatic effect on your sales?
76. Is "buyer's remorse" a problem for you and if so how do you overcome it?
77. Do your clients or customers feel your customer service department is prompt and courteous?
78. Explain.
79. What type of training do you offer your service personnel?
80. What kind of joint ventures have you tried?
81. What kind of joint ventures have you have tried?
82. What other unusual tactics have you tried or should you have tried?
83. Explain.
84. Have you ever created proprietary concepts or ads or mailings pieces that could be sold or licensed to other businesses outside your marketing area?
85. Explain.
86. Do your vendors have a direct financial interest in your growth and ultimate success?
87. Explain.
88. Have you gone to your vendors in the past for financial support, advertising assistance, etc.?
89. If yes, describe the result.
90. If no, which vendors might be most benefited by your continued and expanded success and growth?
91. Why?

92. Have you ever tried "per-inquiry" advertising (paying per inquiry or sale produced by an ad)?
93. How did it do?
94. How do you use a public relations strategy to complement your marketing?
95. If your business gets into a serious bind (cash flow, slumping sales, etc.) how would you get out of it?
96. Explain, and detail important strategies, philosophies or tactics you've learned from others.
97. How have you profited from this information?

**PART V: THE TEN BIGGEST MARKETING MISTAKES EVERYBODY IS MAKING. ARE YOU MAKING ANY OF THEM?**

1. Not testing all aspects of your marketing
2. Running Institutional Advertising Instead of Direct Response Advertising
3. Not Ascertaining and Developing Your Unique Selling Proposition.
4. Not Having a Back-End.
5. Failing to Determine and Address Your Clients' Needs and Prospects' Needs.
6. Forgetting that you have to Both Sell and "Educate" Way Out of A Problem.
7. Failing to Make Doing Business with Your Company Easy, Appealing & Desirable.
8. Failing to tell Clients the "Reason Why."
9. Not sticking with Marketing Campaigns that Are Still Working
10. When Preparing Marketing Tools Forgetting to Focus on Intended Client and No one Else.
- 11.

Almost every business with which we have consulted is guilty of no less than ten marketing mistakes that need to be corrected immediately, before they can improve their profit performance. You or your business is probably making the above referenced mistakes. Eliminating just one or two of these ten errors can catapult your business beyond everyone else's. Incorporate all of them and the sky's the limit – literally.



**MARKETING DOCUMENT ANALYSIS**

Please provide a copy of any of the following:

1. Guarantees
2. Advertising Materials
3. Direct Mail Materials
4. Telemarketing Scripts
5. Special Event Materials
6. USP – Your Unique Selling Proposition

7. Public Relations Materials
8. Offers Made to Clients/Prospects
9. Point of Sale Promotions
10. Endorsement Materials
11. Joint Ventures Materials
12. Host Beneficiary Materials

## Free 48 Minute Opportunity Briefing

The next move is yours, you have

Nothing to lose and everything to gain so...

**IF...You're a business owner concerned about:**

- \* Getting your new business started right.
- \* Having your business survive the next 2-5 years
- \* Working in your business but not on your business
- \* Improving cash flow
- \* Meeting payroll without panicking
- \* Wanting to grow your business but don't have the time
- \* Increasing sales without spending lots of money
- \* Avoiding any more marketing mistakes that drain cash
- \* Having qualified employees to handle sales, marketing, operations, etc.
- \* Feeling that with a little direction you could double sales
- \* Watching the competition take all the business
- \* Doing well but know you could do much better
- \* Losing customers/clients
- \* Surviving a slow economy

**Then, email us and let us show you how to:**

1. Create exponential growth of 25%-100% or more for your business using our systems.
2. Solve your cash flow problems in as little as 30-60 days by creating more sales without spending any extra money on advertising.
3. Leverage a few minutes of your time into thousands of extra dollars from effect business steps.
4. Avoid making any more costly business mistakes.

**So email us now! To schedule your FREE Consultation**

Should you need additional help, please email your responses to [MJKKisinger@yahoo.com](mailto:MJKKisinger@yahoo.com) OR

[MJKKisinger@ProfitBuildersInc.com](mailto:MJKKisinger@ProfitBuildersInc.com).

**What is the Amount of Growth Your Business Can Grow In Each Area?  
What is the Amount of Guaranteed Profit You Want?**

**Note:** Upon your request and receipt of your answers to this analysis we'll meet with you for a business briefing and then we'll be sending you by email an extensive Pre-Proposal Statement for your review. We'll discuss it in detail with you. Please go through each section carefully. It will define the Scope of Work we'll perform for you to reach your desired Profit Goals.

Sincerely,

*Michael J. Kissinger*

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