

Sales & Marketing Questionnaire

Your Name _____
Company _____
Phone _____
E-mail _____

Once you complete our questionnaire please fax it to:
(905) 886-0158
Or you can e-mail a copy to:
info@rooneyearl.com

Instructions

Please place an **X** or **✓** to indicate how much you agree or disagree with each statement. A rating of 1 means that you strongly disagree, while a rating of 5 means that you strongly agree.

STRONGLY DISAGREE ↓ **STRONGLY AGREE** ↓

STRATEGY

1 2 3 4 5

We have a clearly defined strategy; our products or services are well positioned and obviously different.

1 2 3 4 5

Our positioning is well known by our sales force and they can easily differentiate us from our competitors.

1 2 3 4 5

The economy is mainly responsible for our current situation.

1 2 3 4 5

Competition is strong; our main rival is catching up with us and we're unsure how to protect and grow our market share.

1 2 3 4 5

Our market share has been steadily declining, not sure to turn things around or if it can be done.

1 2 3 4 5

Creatively we haven't been able to deliver a clear message, our sales are clearly affected as a result.

STRONGLY DISAGREE ↓ **STRONGLY AGREE** ↓

STRUCTURE & SYSTEMS

1 2 3 4 5

We review our business objectives and goals frequently (on at least a quarterly basis).

1 2 3 4 5

We always have a clear idea of our leads and sales pipelines; I can always tell what's coming in and what deals my reps are working on.

1 2 3 4 5

Our sales process is well documented and consistent between everyone; it's easy for new hires to integrate.

1 2 3 4 5

Our marketing material directly supports our sales efforts, I often hear "this sell sheet was really useful", or "our website is great at generating leads".

1 2 3 4 5

Metrics are an important facet of our organization; we are obsessed with measuring our efforts.

1 2 3 4 5

Our marketing assets are accounted for; we have a centralized repository for anything our reps would need.

1 2 3 4 5

We can objectively evaluate our sales force at any time; and often do to understand who needs to improve, and who we can learn from.

STRONGLY DISAGREE ↓ **STRONGLY AGREE** ↓

SKILLS & STAFF

1 2 3 4 5

We have a good understanding of the strengths and weaknesses of everyone here, and work towards improving their individual skillsets.

1 2 3 4 5

Our revenue comes from too few accounts, and we're worried if we lose them "it's over".

1 2 3 4 5

We are getting "low hanging fruit" but can't seem to crack the tougher ones that would be "ideal".

1 2 3 4 5

I can easily name my top and bottom performers:

1 2 3 4 5

Sales people see enough prospects, they're always out or on the phone, but can't seem to close the business, or enough business to justify the effort it takes.

1 2 3 4 5

Training and improvement programs never work, or work for a short period of time and then things always go back to normal.

1 2 3 4 5

We have problems when hiring new sales or marketing people; have a good first impression but it rarely seems to work out, costing us a lot of time and money.

1 2 3 4 5

Our clients often tell us "oh, I didn't know you did that / offered that", makes us think that there's a bunch of opportunities we are missing with our other clients.

1 2 3 4 5

People make the real difference in any organization.