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# **Business Analysis Solutions**

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**JOINT VENTURE MAGIC  
BUSINESS ANALYSIS SOLUTIONS**

# Business Analysis Solutions

## JV MAGIC Marketing Asset Questionnaire

Please complete prior to your marketing audit and strategy planning meeting. If possible fax to Hidden Marketing Assets Marketing System at least 24 hours prior to your meeting. You may fax to \_\_\_\_\_ . If you have any questions please call \_\_\_\_\_ .

You may use additional paper to answer any of the questions.

Company Name \_\_\_\_\_

Principal's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

1. What kind of business are you in?

_____ Retail	_____ Mail Order
_____ Wholesale	_____ Service Business
_____ Manufacturing	_____ Professional
_____ Distributorship	_____ Business to Business/Other _____

2. How long have you been in business?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Is your business big or small?

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4. Describe what your business does.

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5. Most businesses are in one of these 3 categories. Where are you? Please explain.

- A. Growing – want to grow more.
- B. Stagnant
- C. Declining

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5. What sets your business apart from your competition (What's unique)?

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7. What, of the listed premises below, do you think your business is based upon?

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|-------------------------------|--|
| _____ Broadest Selection      | _____ Lowest Price   |
| _____ Advice & Assistance     | _____ Convenience of Location, Delivery, etc.                  |
| _____ Highest Quality         | _____ Speedy Services  |
| _____ Longer Service Warranty | _____ Anything Else That Sets You Apart From Your Competition. |

8. List the TOP 5 Things Your Customers Want

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List the TOP 5 Advantages of Doing Business With You

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

9. Explain your current sales and marketing process. From how you get customers to what you do at the initial sale.

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Do you follow up? Please explain.

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10. What methods are you using to get business now? (From advertising to sales personnel).

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

10. What's working the best? Or, what's the most successful?

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11. What's not working? Why?

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12. What else have you tried?

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13. What kind of response (inquiries) do you get monthly on your marketing and advertising efforts?

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15. What is your closing ratio (expressed as a %)?

$$\frac{\text{_____}}{\text{\# of sales}} \text{ (divided by)} \frac{\text{_____}}{\text{\# of responses}} = \frac{\text{_____}}{\text{closing ratio}} \text{ (\%)}$$

16. Are your customers on a computer list?

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17. How often do you communicate with them?

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18. What are your customers worth on the initial sale?

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How many times do they purchase a year? For how many years?

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19. What kind of guarantee or warranty do you offer?

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20. Do you regularly train your staff? (sales, system, etc...) Explain.

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21. Do you do anything unique in the area of customer service? Explain.

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22. Do you have any working relationships with complimentary but non-competitive businesses? Explain.

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23. What is the number one objective, challenge, deal you want reached solved or closed?

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24. What do you want most from this workshop? Your marketing efforts?

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