

No Time™ Marketing

small business-sized steps in 30 minutes or less

Marketing Inventory Questions

Section 1: Your Prospects & Customers

1a. Do you sell to other businesses (B to B) or to individual consumers (B to C)? If B to B, what size (revenue or # of employees) and type of companies (industry, public/private, domestic/international, franchised/wholly owned, for -profit or non-profit, etc.)?

1b. Who ultimately buys (approves the purchase of) your product or service? Can you describe that person in terms of: job title (including homemaker, student, unemployed), gender, age, income and education level, professional and personal interests?

1c. Who uses the product or service? Is it the same or different person(s) than the buyer? Can you describe the user(s) in terms of: job title, gender, age, professional and personal interests?

1d. Who participates in the purchase decision? Are there multiple people or a committee? If so, what role does each person play?

1e. What other types of people, companies, or industries would you like to sell to? Why?

Section 2: The Buying Process

2a. What steps do prospects go through when evaluating your products or services? Do they talk with people inside your company? Do they use your website or other marketing collateral?

2b. How long does it take for them to evaluate your product or service and make a yes or no decision?

2c. Do prospects utilize requests for proposals (RFPs) or do they require other formal methods of evaluation?

2d. Do prospects typically require references or other purchasing input before making a purchase decision? When in the buying cycle is this required?

2e. Do you need to have product demonstrations available during the buying process? Can the demos run on their own or must they be done by a company representative?

2f. Do prospects require a trial period when they can use the product or service risk free? Do they insist on a return policy or some other warranty in order to purchase your product or service?

2g. Is the product or service required to be part of the prospect's budgeting process or can it be purchased anytime?

2h. How often do you win deals? Why do you lose deals?

Section 3: Your Marketing Channels

3a. What magazines, websites, blogs, newsletters, TV, radio or other media are your prospects (users, influencers and buyers) reading or watching?

3b. Do they read or watch at work (during work time) or at home (on their own time)?

3c. What tradeshows do they attend?

3d. Which associations are they members of?

3e. Who are the industry analysts and other thought leaders in your market?

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Section 4: Your Competition

- 4a. Who else sells a similar product or service?
- 4b. What other ways can someone accomplish the same thing that your product or service can do for them? Can they do it themselves manually or using other tools? Why is it better to use a product or service like the one you offer?
- 4c. Does your product or service replace another existing solution or must new budget money be allocated to acquire your product or service?
- 4d. What makes your product or service a better value to a prospect than the competitive offerings?
- 4e. What are your company and product or service weaknesses relative to the other solutions available?
- 4f. What can happen to prospects if they don't use your product or service? What risks do they expose themselves to if they don't buy your solutions?
- 4g. Are you priced competitively? Where does your pricing fall relative to your competitors'? What about your price relative to other means such as manual or substitute solutions from question 4.b?
- 4h. Do you admire any of your competitors' products or services or their marketing techniques? If so, why?

Section 5: Your Market

- 5a. What are the key trends in your market today and over the next 3-5 years?
- 5b. Do you consider your market crowded or do you have one of the few offerings of its kind?
- 5c. What are your short- and long-term market share goals?
- 5d. What does your company want to be known for?

Positioning

***For** [describe target customers/businesses]
[Your Company] **provides**
[Describe product/service in layman terms]*

that

[The benefit of using your product/service instead of alternative means to address the problem].

Unlike other solutions, our product *[compared to the competition, describe why your offering is uniquely valuable].*

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