

Business Development Checklist for 2012

Create success with an action plan for results!

Your Rating

Take 10 minutes to carefully assess your readiness, review areas for improvement, and prioritise.

	I'M OK AT THIS	NEED TO IMPROVE
Expertise		
Are you up to date on developments in your industry?		
Do you review/seek information on current trends for your services/products?		
Are your industry/professional qualifications above average?		
Do you network with people who can complement your expertise?		
Do you have a plan for how you can be a respected source in your industry?		
Marketing Documentation		
Is your brochure, profile document, or portfolio up to date?		
Do you have fact sheets to easily explain your services or products?		
Do you have testimonials in writing and use them in marketing material?		
Have you prepared case studies based on previous client successes?		
Does your Terms document, Quote, or Order form cover all important conditions?		
Do your documents have a similar look and feel (consistent branding)?		
Do you have digital (PDF) versions of your marketing documents?		
Do you present a relevant point of difference in your marketing message?		
Have you appealed to the "What's In It For Me" factor for your prospects?		
Online Presence		
Is your website up to date with details of the services/products you offer?		
Does your website compare favourably to your competitors?		
Do you have useful educational resources available online for visitors?		
Do you feature testimonials and trust-building factors on your website?		
Do you integrate social media into your online activities?		
Does your website home page clearly tell prospects about benefits?		
Do you give visitors a reason (or special offer) to submit their email address?		
Has your website been optimised to achieve better search engine rankings?		
Do you write an article, blog post or newsletter at least monthly?		
Do you participate in a few online social networks?		
Marketing Program		
Have you identified the best 'type' of clients for your business?		
Do you know the communication channels to reach those people/companies?		
Have you got a multiple-touch marketing strategy in place?		
Do you measure the results of your marketing tactics?		
Do you have a referral system – or a referral network – in place?		
Do you follow a promotional schedule, or plan, on a regular basis?		
Sales Strategy		
Do you have a clear sales process with steps from contact to commitment?		
Do you know exactly what to ask prospects when you meet them?		
Are your presentation skills adequate to influence your audience?		
Have you created responses to the common questions you get asked?		
Are you fully confident representing your business to prospects?		
Do you know how to recognise (and weed out) prospects that won't be a good fit?		
Can you easily 'ask for the order' and gain commitment to proceed?		
Do you have a follow-up system in place to stay in touch with previous clients?		

Are you, or your team, ready for success?

This 38-point checklist is just the start. If you need help to get your marketing on track, or to improve your sales skills, visit Marketing Nous at www.marketingnous.com.au to explore the free articles and other resources, and investigate your business development options.