

Do You Need Marketing Help in Your Business? These 11 Questions Will Give You the Answer.

Trying to determine if you need marketing help is often a subjective process. Here's how to remove the confusion so you can take appropriate action if it's warranted. (Note: This survey is designed for currently operating businesses and does not apply to pre-launch start-ups.)

1. Is your business growing?
2. Are your sales as high as you think they should be?
3. Do you feel your business does as well as or better than your competitors?
4. Do you measure your marketing Return on Investment (ROI), and is it as high as you think it should be?
5. Does your advertising generate enough leads to keep you and/or your salespeople busy responding to inquiries from interested prospects?
6. Does the chief marketer in your business have formal training in marketing or advertising?
7. Do you frequently outsell competitors without making concessions based on price?
8. Do you have an effective written marketing plan in place?
9. Can you name three specific, quantifiable reasons why your offering is better than the competition?
10. Do you know exactly why a customer or client would favor your company?
11. Do you know where most prospects look first when buying what you sell?

If five or more of your answers are "No," then you need qualified help to put your business back on track. You might consider whether it's time to consider hiring a marketing consultant. Download our free guide, *"Is a Marketing Consultant Right for Your Business?"*

If you are considering a consultant, download our free guide, *"How to Evaluate a Marketing Professional: 10 Due Diligence Questions to Make Sure You'll Get Help Worth Paying For."*