



MARKETING CAT-Scan™

**DO YOU HAVE
A PLAN OR ARE
YOU FLYING BY
THE SEAT OF
YOUR PANTS?**



Scan your company's Marketing and Sales Action Programs:

1. The Marketing Plan
2. Market Data
3. Marketing and Sales Problems/Challenges
4. Opportunities
5. Sales Forecasting/
Definition of Goals
6. Advertising
7. Merchandising and Promotion
8. Internet Marketing and Selling
9. Marketing and Sales Management
10. Plan Management

Scoring-Analysis:

The *Cat-Scan*™ provides a percentage score for your company. Use the total score and the individual section scores to help your team develop action steps to growth and increased profit.

Does your company suffer from Marshmallow Marketing?

- soft sales targets
- undefined goals
- weak market data
- ineffective advertising
- vague promotion schedules

Invest 15 minutes and get a complete picture of your company's marketing and sales position. Answer the 50 most important questions about your company's marketing and sales programs. These answers help you evaluate specific aspects of your programs and rate your performance.

This is the simplest, most direct, most powerful marketing and sales planning tool in the world.

Section 1: The Marketing Plan

Y N

- 1. Does your company have a written marketing plan?
- 2. Does your plan contain a detailed calendar of all marketing and sales activities?
- 3. Does your plan contain a detailed budget for all marketing and sales activities?
- 4. Does your company provide for monthly/quarterly monitoring of all marketing and sales expenses versus the budget?

Total _____ (2.5 points for each yes.)

Section 2: Market Data

Y N

- 5. Do you have good statistical data on your market in general?
- 6. Are the company's sales figures organized to be compared to your market data?
- 7. Do you have a measure of market share?
- 8. Do you have a fix on competitor's sales volume?
- 9. Do you have a general idea of each competitor's profitability?

Total _____ (2 points for each yes.)

Section 3: Marketing and Sales Problems/Challenges

Y N

- 10. Have you identified specific problems related to the quality of your products/services?
- 11. Have you identified specific problems related to specific types of customers/prospects?
- 12. Have you identified specific problems related to the price of your products/services?
- 13. Have you identified specific problems related to your sales force or sales methods?

Total _____ (2.5 points for each yes.)

Section 4: Opportunities*

**Sometimes the lack of an opportunity points out a problem. Section III and IV work together. For every problem there should be an offsetting opportunity.*

Y N

- 14. Do you have any products/services which have demonstrably superior quality?
- 15. Does your company enjoy a reputation, history, or market position that is better than your competitors?
- 16. Is your market growing rapidly?
- 17. Does your company have a sales force that is uniquely qualified, or especially well positioned to sell more?
- 18. Does your company have product research and development capabilities that provide unique opportunities?
- 19. Is your company particularly well financed?

Total _____ (1.66 points for each yes.)

Section 5: Sales Forecasting/Definition of Goals

Y N

- 20. Does your company have written quantified sales and profit goals for the current/next year?
- 21. Do you have a sales forecast for any customer who provides 2% or more of total volume?
- 22. Do you have a sales forecast for any product which provides "significant" revenue (perhaps 2% of total dollar/unit sales)?
- 23. Were all forecasts developed with input from sales personnel?
- 24. Are forecasts updated quarterly?

Total _____ (2.5 points for each yes.)

Section 6: Advertising

Y N

- 25. Does your company have a written advertising plan?
- 26. Does your company utilize the services of an Advertising Agency, graphic design source, or a copywriter who understands your company's marketing and sales needs?
- 27. Is the effectiveness of advertising adequately measured?
- 28. Are your sales force and your customer's sales personnel, if appropriate, provided with complete effective sales tools?
- 29. Is there sufficient budget to plan and implement an effective advertising, promotion, and publicity program?

Total _____ (2 points for each yes.)

Section 7: Merchandising** and Promotion

**Merchandising is often hard to understand versus advertising and promotion. Merchandising creates "magic" by using premiums, promotions, point-of-sale displays, shelf-talkers, coupons, contests, etc. with one basic objective—sales motivation.

Y N

- 30. Does your company "merchandise" your products/programs to your customers?
- 31. Do you have an adequate merchandising budget?
- 32. Are promotions important to your company's volume? Profit?
- 33. Do your customers consider your promotions important to their profitability?
- 34. Do you have a promotion calendar?
- 35. Do sales personnel and customers know of promotions well in advance?
- 36. Does your company have a plan for participation in trade shows, meetings and conventions?

Total _____ (1.5 points for each yes.)

Section 8: Internet Marketing and Selling

Y N

- 37. Does your company's Web site serve to completely inform customers and interested prospects about your products, services, prices, terms and conditions?
- 38. Does your company effectively promote your Internet presence?
- 39. Does your company effectively use all aspects of digital imaging and communication?
- 40. Is your company highly responsive to Internet communications?

Total _____ (2.5 points for each yes.)

Section 9: Marketing and Sales Management

Y N

- 41. Do you have a program in place to implement all phases of the marketing and sales plan?
- 42. Do you have a budget/control system in place to allow your staff to implement the marketing plan?
- 43. Does field sales management understand the goals for each territory, customer, product?
- 44. Is sales personnel compensation tied to achievement of specific sales results?
- 45. Does your company regularly update the marketing and sales plan based on results and changing market conditions?

Total _____ (2 points for each yes.)

Section 10: Plan Management

Y N

- 46. Does your company have a system in place to monitor specifics of the marketing plan at all times?
- 47. Do you have detailed reporting systems in place to assess the impact of marketing efforts on sales?
- 48. Do you have reporting systems to relate actual sales to forecasted results?
- 49. Do you have systems in place to begin development of new marketing and sales plans as soon as implementation of the current plan is started?
- 50. Does your management team have a complete understanding of the demands and requirements of the marketing plan?

Total _____ (2 points for each yes.)

Results

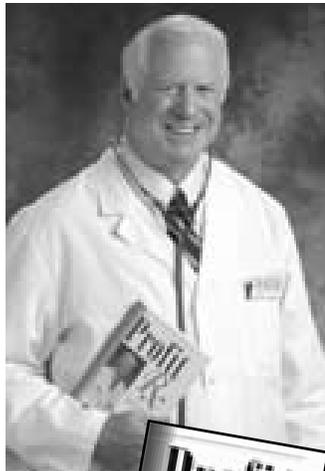
List your scores for each section. They add up to a percentage score for your company's Marketing and Sales Program.

- 1. The Marketing Plan _____
- 2. Market Data _____
- 3. Marketing and Sales Problems/Challenges _____
- 4. Opportunities _____
- 5. Sales Forecasting/Definition of Goals _____
- 6. Advertising _____
- 7. Merchandising and Promotion _____
- 8. Internet Marketing and Selling _____
- 9. Marketing and Sales Management _____
- 10. Plan Management _____

Total Cat-Scan™ Score _____ %

10 Sections = maximum 10 points = 100%
Most smaller and mid-size companies score below 50%. The score provides a starting point for building and implementing an effective plan—a plan that will immediately get your company above 80%. That is the goal of the Cat-Scan.

IT'S TIME TO CALL DR.REVENUE!



Showing the way...

Profit Rx is the ultimate business planning guide. Use it to guide you and your associates through the Marketing and Sales Planning Process. Or use it to prepare for your Dr. Revenue Marketing and Sales Planning Clinic.

Special Offer:

- (1) Complete the CAT-Scan™
- (2) Send it to Dr. Revenue
- (3) Call Dr. Revenue to discuss your company's CAT-Scan Results
- (4) Dr. Revenue will send you a FREE autographed copy of *Profit Rx*.



John S. Haskell/ Dr. Revenue Professional Marketing Consultant

1700 Mandeville Canyon Rd.
Los Angeles, CA 90049
310.476.3355
FAX: 310.471.7721
drrevenue@drrevenue.com
http:www.DrRevenue.com

"My on-site clinic will generate a Marketing & Sales Plan for your company within five days that is immediately actionable and effective. I guarantee it."

John Haskell - Dr. Revenue - has over 30 years experience helping entrepreneurial companies create sustained profitable growth.

Most businesses plan to fail.

Ridiculous, right? But it's true. Most businesses have NO sales and marketing plan. It's the same thing as planning to fail. Without a plan, how do you know where you're going, what's working, how much money you're wasting?

Without a plan you're courting disaster.

Go out on a limb and saw yourself off. Oops. That's exactly what you're doing every day you're running your company, or your Sales and Marketing Department, without a written plan. Not a fancy plan, not a fat plan--just a good, focused, on-the-money plan.

90% of businesses do themselves a disservice.

Fewer than 10% of companies with sales under \$100 million have Written Marketing and Sales Plans. That leaves an astounding 90% that are doing their business a disservice. Very likely, if you're a small or mid-size company, you're among them. Imagine how much more business, how much more revenue you could be generating.



Forget marketing mumbo-jumbo!

The best Plans are simple.

That's why they're actionable. I show you the fastest way to get results, because no business has time or money to waste! I don't believe in complicated Plans that end up collecting dust on a shelf. I believe in giving you and your team the most precise, concise steps to taking your business to achievable, do-able levels in terms of increased revenue and profit.

"Guaranteed! Hold a Dr. Revenue Marketing & Sales Clinic and within six months you will get increased sales equal to at least five times your investment—or your money back."

Your Clinic—Results Guaranteed!

- The Plan is the single-most important tool an entrepreneur can have to drive the business.
- The Plan is the ideal focusing device for any management team. It becomes a "consultant", standing right next to you, keeping you on track.
- The right Plan (the only kind I've been known to do) is priceless powerful, because it consolidates all the facts and actionable tactics in one place at one time.
- The Plan is slam-dunk efficient. It stems from a highly-focused, highly-organized 1-1/2 day Clinic I do with you and your team. In the course of those 1-1/2 days, we lay the groundwork for your Plan.
- The Clinic – maximizes Time, Money and Morale. No business owner can afford to use hundreds of hours and distract all of the key managers in the company for weeks. You don't want to waste precious time and resources on a long, drawn-out, process—neither do I!
- *The Deliverable - within 5 business days following the Clinic, I develop and write your Plan. This is your launching pad for making your company far more successful and more profitable. Now that you know where you're going, you'll know how to get there.*
- Ongoing Follow-Up - I meet with your team once a week for 6 weeks by phone to keep the Planning on track. I'm a tough taskmaster. Dr. Revenue produces results!