



## How's Your Marketing? The Top 20

Below are twenty statements that will help you determine your level of marketing skill. Check the box that most accurately describes your feelings about the statements in the left column.

	Yes	No
1. My referral network regularly results in new clients.		
2. I generally understand all of my clients' businesses from a non-technical standpoint.		
3. I meet with my top 20% clients face to face regularly.		
4. I regularly ask clients their opinion of my service.		
5. I regularly tell clients, referrals, and prospects that I am looking for more business.		
6. I attend business networking events at least quarterly.		
7. I actually network at networking events.		
8. I do a good job of expressing gratitude for opportunities referrals send to me.		
9. Everyone in my firm knows what market niches I work in.		
10. I thank clients personally for their business.		
11. I feel good about my ability to bring in business.		
12. I know how to close deals.		
13. I am comfortable meeting people.		
14. I know my business development strengths.		
15. I know my business development weaknesses.		
16. I have a written marketing plan.		
17. I update my marketing plan at least annually.		
18. I have a dollar goal for new business I want to bring to my firm.		
19. I have specific people in mind as potential clients.		
20. I publicly and privately recognize team members who have helped me.		

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## **Scoring**

Give yourself five points for every "yes" answer.

95 – 100: Phew! You are a marketing god or goddess. Keep up the great work.

85 – 95: Not bad. You might have a few areas that could use polishing, but you're definitely on the right track.

70 - 85: Your marketing skills probably aren't where you want them to be. Get help from people whose marketing skills you respect, read books related to professional services marketing, and keep trying.

70 and below : You're definitely not there yet. You need lots of hands-on guidance (and maybe a new attitude about marketing) to develop your skills.

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