



Lead Generation Assessment

#	Lead Generation Assessment Questions	----- Check only one box per question -----				
1	When was the last time you sent a communication to all your prospects?	<input type="checkbox"/> Last Month	<input type="checkbox"/> Last Quarter	<input type="checkbox"/> Last Year	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
2	When was the last time you sent a communication to all your customers?	<input type="checkbox"/> Last Month	<input type="checkbox"/> Last Quarter	<input type="checkbox"/> Last Year	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
3	When was the last time you used a survey process to solicit customer feedback?	<input type="checkbox"/> Last Month	<input type="checkbox"/> Last Quarter	<input type="checkbox"/> Last Year	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
4	What percentage of your sales leads are coming from your company's marketing efforts?	<input type="checkbox"/> < 100%	<input type="checkbox"/> < 75%	<input type="checkbox"/> < 50%	<input type="checkbox"/> < 25%	<input type="checkbox"/> < 10%
5	Do you use multi-step marketing campaign processes to build relationships without sales?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
6	Do you provide low risk ways for customers & prospects to learn more about your company?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
7	Do you test your marketing messages and track the results of your marketing campaigns?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
8	Do you track the results of your marketing campaigns regardless of channel?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
9	Do you still get marketing campaigns out the door when sale's pressure mounts?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
10	Does your marketing communications capture the attention of your target market's hot buttons?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
11	Does your marketing communications change depending on customer buying cycle?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
12	Do you have structured and timely follow-up with leads after your initial contact?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
13	Do you solicit prospect feedback on why your company wins or loses sales opportunities?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
14	Do you have a structured communication process for marketing to new customers?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
15	Do you have an approach for up-selling and cross-selling existing customers?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
16	Do you have a strategy to communicate with clients before and after an event ?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
17	Do you have a cost effective way to communicate with inactive customers?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
18	Do you have communicate with competitive accounts to win them back?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
19	Do you communicate to prospects and leads through more than one channel?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
20	Do you track lead conversions during each step of your marketing process?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
21	Do you have systems and processes in place to support timely communications?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
22	Does your IT infrastructure easily support marketing campaigns or web site content changes?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
23	Do you utilize microsites or landing pages as a structured way to educate prospects?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
24	Are you leveraging paid search, natural search and a search friendly website to capture leads?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
25	When you get a new prospect, does marketing take responsibility for qualification versus sales?	<input type="checkbox"/> Always	<input type="checkbox"/> Generally	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never

Take 5 minutes to answer these 25 questions to assess your company's lead generation capabilities. Fax to our office to get your results!