

Marketing

- ❑ Are you happy with your go to market strategy?
- ❑ Are you #1 or #2 in your industry? If not, what can I do to win market share from the leader?
- ❑ Are you considering a new product and if so, have you researched which verticals are optimum in which to launch the new product?
- ❑ How do I select vertical market segments which deliver revenue growth?
- ❑ How do I better leverage my channels of distribution?
- ❑ How do I differentiate my products, services, and solutions from the competition?
- ❑ Is my pricing optimized for maximum effectiveness?
- ❑ Is my new product planning process achieving the expected results?
- ❑ Is my marketing spend on promotion achieving the desired outcome?
- ❑ Is my market research good enough to build confidence behind our marketing plan?