



11 Questions To Find Out If You Need a Marketing Consultant

1. Is your business growing?
2. Do you feel your business is doing well?
3. Is your marketing working the way you think it should?
4. Are your sales doing as well as you think they should?
5. Is your advertising working the way you think it should?
6. Are the things that helped build your business still working?
7. Do you think you are keeping up with competition?
8. Do you still trust the people who created your advertising?
9. Do you know 2 things that are better about your offering than the competition?
10. Do you know Exactly why a customer or client would favor your company?
11. Do you know where a prospect will first look when buying what you sell?

If half your answers or more are NO, then you need help to put your business back on track. We suggest you review the Marketing Backgrounder to understand today's marketing environment. If you are considering using a consultant, download the 10 Questions To Ask A Marketing Consultant.