



10 Questions To Ask Any Marketing Consultant

1. **Why Should I Choose You Over Your Competitors?** – They should be able to clearly explain why what they do works better for you than the competition’s method. T.G. Daly & Associates, Inc. combines third party research with customer and competitor surveys to insure that we reach your target market and move them to do business with you.
2. **How Do You Conduct Your Service?** – They should be able to give you a formal checklist of what they do in providing the service. This checklist should include a very detailed explanation of each step. The complete sales process from the prospect’s first thought to eventual purchase must be outlined so the plan can capture customers all across the timeline.
3. **How Do You Rank Key Values?** – Their methodology should be able to assign values in the areas of importance, emotional intensity, duration, and frequency to key factors in the customers’ decision making process, and rank order them.
4. **Can You Tell Me How Long It Will Take To Get Results?** – Most often it takes a few months to design a marketing program that will precisely target your market. If you need to jumpstart the sales process immediately, they should be able to explain how they will accomplish that. They should also tell you that you are an important factor in how fast results can be obtained.
5. **Can You Tell Me How Much This Will Cost?** – A consultant may be able to give you a fairly precise figure for their time before digging into the details, since most businesses take a certain amount of time on average to analyze and develop a working plan. However, if you are given an exact figure for advertising and promotion costs before they analyze your business, then the consultant is guessing at what you need.
6. **How Do You Know That Your Solution Is The Best?** – The answer had better be because the consultant tests the solution before committing your advertising dollars. If a significant testing period is not included in the plan to determine what words and media work best, then the consultant is not sure that their approach will bear fruit.
7. **Will I Have To Reinvent My Whole Company?** – Most companies have something special that they do which makes them valuable to customers. If your company is exactly the same as all your competitors, then you will have to innovate to create that something special. Normally that won’t require reinventing the company, but sometimes it might feel like that.

8. **Can You Give Me A Return On Investment Figure For My Advertising?** – After the market tests have been conducted, the consultant should be able to give you ROI on any proposed advertising. The critical element of this analysis is how many leads will be generated. The second most important element of the ROI analysis is how many of those leads can be converted to sales.

9. **How Do I Know Your Methods Work?** – While each market situation is unique, the consultant should be able to provide examples or testimonials supporting their methods. If they cannot or will not do so, then they may not be a good choice.

10. **How Confident Are You That Your Methods Work?** – Any consultant who knows that their methods work should be willing to take part of their compensation from the increase in sales they create. Avoid anyone who is not confident enough to be compensated (at least in part) based on their performance. You may not prefer to compensate the consultant this way, but it is a good test of their confidence.