

The 16 Marketing Competencies

Test yourself to determine where you stand on these 16 Marketing Competencies.

Read each statement below and score yourself on each competency on a scale of 1–10, with 1 = poor, 10 = excellent.

Answer every question not only from your own perspective, but *also as a client or customer would answer about you.*

SCORE

- 1. I see every contact with my customers and prospects as marketing.** My words, attitudes and actions are all intentional and based on my marketing goals.
- 2. I look at all my marketing from my customer/prospects point of view.** I consistently make time to ask my customers and prospects what it is that they really want.
- 3. I am aggressive in my marketing efforts.**
- 4. My marketing plan includes an assortment of strategies and tactics.** I make use of many of the marketing “recipes” described in the GCN! Book.
- 5. If I surveyed my customers today they would agree that I follow-up in a consistent and timely manner.**
- 6. I consistently use a marketing calendar to track and measure the effectiveness of my marketing activities.**
- 7. My friends, prospects, and customers would all say I am enthusiastic and consistently positive in all my interactions.**
- 8. I focus on having a clearly defined marketing niche.**
- 9. I have a clear and specific marketing plan that guides my daily, weekly, monthly, quarterly, yearly action steps.**
- 10. I use online marketing as one of my major marketing tactics.** I utilize email, a website, and the vast power of the Internet to reach new prospects and to communicate with customers.

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SCORE

11. I build strong one-to-one relationships with my prospects and customers.
I know that people buy from friends rather than strangers.

12. My business is oriented to giving. I often provide free consultations, tips, gifts and information. I make generosity a part of my overall marketing plan.

13. I look for ways to amaze my customers with exceptional service.

14. I consistently use my imagination to develop marketing strategies that are unconventional and will capture the attention of my target market.

15. I actively work on developing strategic alliances and referral partners with other businesses.

16. I take consistent action on my marketing plan.