

The 16 Marketing Competencies Tracking Worksheet

This worksheet permits you to track your growing marketing competency. Remember to score each competency on a scale of 1–10 (1 = Poor, 10 = Excellent).

Copy the scores from your previous worksheet. On Monday, fill out this worksheet entering your new scores below. Repeat each week for four weeks.

The areas where you consistently score low represent obstacles or roadblocks, to your success. Until you address them, they will continue to hold back your progress.

| Competency | Week 1 | Week 2 | Week 3 | Week 4 |
|-------------------------|--------|--------|--------|--------|
| 1. Intentionality | | | | |
| 2. Sensitivity | | | | |
| 3. Aggressiveness | | | | |
| 4. Assortment | | | | |
| 5. Follow-Up | | | | |
| 6. Measurement | | | | |
| 7. Enthusiasm | | | | |
| 8. Niche | | | | |
| 9. Marketing Plan | | | | |
| 10. Internet Marketing | | | | |
| 11. Relationships | | | | |
| 12. Giver Stance | | | | |
| 13. Outstanding Service | | | | |
| 14. Imagination | | | | |
| 15. Marketing Partners | | | | |
| 16. Consistent Action | | | | |

“The more I want to get something done, the less I call it work.” — Richard Bach