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“specializing in the construction industry”



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Establishing Best-In-Class Marketing

Qualitative Marketing Review: Efficiency & Effectiveness

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Overview

This qualitative analysis reviews the efficiency & effectiveness of marketing functions and tools. The areas covered are:

- Strategic planning
- Client orientation, attitudes, feedback
- Sales and marketing organization
- Marketing information and research
- Marketing communications tools
- Marketing resources
- Competitor comparison

1. **Strategic Planning.** Construction firms must periodically assess overall business and marketing strategies:

- ❖ Do you have a formal detailed strategic marketing plan? Yes ___ No ___
- ❖ Do you update it annually, adjusting short- and long-term objectives? Yes ___ No ___
- ❖ Is your current strategy clear, reasonable, and based on hard data? Yes ___ No ___
- ❖ Have you communicated your strategy to employees? Yes ___ No ___
- ❖ Are your growth, profit, ROI, market expansion, and diversification objectives achievable? Yes ___ No ___
- ❖ Have you developed alternate or contingency plans? Yes ___ No ___
- ❖ Have you assessed your markets in terms of size, trends & competition over the next 3 years? Yes ___ No ___
- ❖ Do you have an adequate control and evaluation system? Yes ___ No ___
- ❖ Have you analyzed your company SWOT's to exploit and/or avoid them? Yes ___ No ___
- ❖ Is marketing's role in profit achievement clearly defined and realistic? Yes ___ No ___

2. **Client Orientation.** Clients are not just the focal point of marketing; they are the reason businesses exist:

- Does management think in terms of serving the needs of specific client groups or markets? Yes ___ No ___
- Does the company provide/offer services that will meet customer needs? Yes ___ No ___
- Does your company know where it stands with client groups? Yes ___ No ___
- Does management know what their buying practices are, and who influences them? Yes ___ No ___
- Does management know the economics of their clients' businesses & the benefits they seek? Yes ___ No ___

3. **Sales/Marketing Organization.** Construction firms should periodically review their organizational structure:

- ✓ Is the style of your sales/marketing organization well suited for your company & clients? Yes ___ No ___
- ✓ Are the major sales/marketing functions well integrated with other company departments? Yes ___ No ___
- ✓ Does your company have good morale and communication? Yes ___ No ___
- ✓ Are your marketing people adept at planning & implementing a strong sales support program? Yes ___ No ___
- ✓ Do your salespeople understand and sell the benefits of our company? Yes ___ No ___
- ✓ Are their sales presentations well planned, organized, and rehearsed? Yes ___ No ___
- ✓ Do your salespeople spend a high % of their time in personal sales calls to prospects? Yes ___ No ___
- ✓ Are your salespeople calling on influential people and decision makers? Yes ___ No ___
- ✓ Do your salespeople receive proper support from other departments and top management? Yes ___ No ___

- ✓ Are your salespeople conducting market research about prospects and clients? Yes ___ No ___
 - ✓ Are you selling a high percentage of negotiated projects? Yes ___ No ___
 - ✓ Are your salespeople trained in selling techniques? Yes ___ No ___
 - ✓ Are your salespeople effective in acquiring new prospects to win projects? Yes ___ No ___
4. Marketing Information and Research. The construction firm with an effective information system has a competitive advantage.
- Have you recently performed studies of potential markets? Yes ___ No ___
 - Does management receive adequate/timely information for decision making? Yes ___ No ___
 - Do you know the sales/profit potential of project types in different geographical areas? Yes ___ No ___
 - Are you aware of the company image among clients & how it compares with competitors'? Yes ___ No ___
 - Does your company have a system for gathering & using data for market trends? Yes ___ No ___
 - Has the company analyzed jobs won/lost to support sales/marketing decisions? Yes ___ No ___
5. Marketing Communications Tools. Management needs to know whether its resources are being expended efficiently, and whether target markets are being covered adequately and are receiving the right messages.
- Are your marketing communications tools geared to the company's objectives/strategies? Yes ___ No ___
 - Have you clearly defined target markets, and do you reach them through appropriate tools? Yes ___ No ___
 - Are the messages in your marketing toolset oriented toward the benefits that clients seek? Yes ___ No ___
 - Are your marketing tools consistent in design appearance, quality level, and professionalism? Yes ___ No ___
 - Is your company projecting their desired image? Yes ___ No ___
 - Does your company differentiate itself with USP's (unique selling propositions)? Yes ___ No ___
 - Are you properly positioning your company in the marketplace? Yes ___ No ___
 - Are your proposals impressive, responsive, and effective in helping the company win jobs? Yes ___ No ___
 - Do you have a consistent corporate identity that is easily recognizable in the marketplace? Yes ___ No ___
 - Do your marketing tools reach target audiences, and are you aware of the market reaction? Yes ___ No ___
 - Do you have the proper mix of marketing tools to build awareness in target markets? Yes ___ No ___
 - Are your marketing communications tools better than your competitors? Yes ___ No ___
6. Marketing Resources. Marketing investments in dollars and personnel must be reviewed annually.
- Are your marketing resources adequate for the size of your company? Yes ___ No ___
 - Do you allocate your marketing resources in proportion to marketing needs? Yes ___ No ___
 - Do you allocate market area contributions in proportion to volume and profit? Yes ___ No ___
 - Are you spending the highest proportion of the marketing budget on the largest markets? Yes ___ No ___
 - Do you do a good job of acting on new business opportunities? Yes ___ No ___
7. Competitor Comparisons. It is critical for companies to monitor its standing in relation to that of its competitors.
- Are we remaining even, losing, or gaining market share in various business segments? Yes ___ No ___
 - Are our success rates on negotiated projects increasing? Yes ___ No ___
 - Are we learning about potential projects as early as competitors? Yes ___ No ___
 - Are we expanding in markets in which we are as well qualified as competitors? Yes ___ No ___
 - Are we being outsold by competitors in a way that indicates a trend? Yes ___ No ___
 - Are there new competitors in our traditional markets? Yes ___ No ___
 - Are competitors gaining a larger share of the market? Yes ___ No ___
 - Are competitors employing new & different techniques to obtain contracts? Yes ___ No ___
8. This Qualitative Marketing Review supplies management with data to make Work Acquisition planning decisions. **59 Total Responses:** # of Yes _____ # of No _____

Completed by:

Name _____ Title _____
 Company _____ Company Address _____
 Years with Company _____ Years in Industry _____ Department _____ # of Employees Supervised _____
 E-Mail Address _____ Phone # _____