

16-Questions To Determine If Your Business Can Benefit From A Drip Marketing System

Do you think your organization is overlooking the best marketing strategy in the business world today? If your gut is telling you “yes,” then you owe it to yourself to take this quiz. By the way, if you cannot answer the questions with a definite “yes” or “no,” then gauge your answer on the side that has the most weight to it. By the way, you only need to spend 2 to 3 seconds per answer, as you need to capture your immediate, gut feelings.

The Question You Need To Ask Yourself	Your Answer
1. It is a salesperson’s sole responsibility to stay in contact with their entire database of prospects.	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. It is our clients’, past clients’ and prospects’ responsibility to contact us when they are ready to buy what we sell.	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. One of the best ways to manage a salesperson’s performance is to track how many telephone calls they make each week.	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. It is a salesperson’s sole responsibility to grow their database of prospective buyers.	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. My salespeople cannot provide us with an accurate “close date” of a sale.	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Our salespeople have the liberty to design, write and send-out their own marketing campaigns to their database of prospects.	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Our salespeople get less than 8 hours of formal sales training a year (not product training or riding shotgun at a sales call).	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Our marketing department (or the person who writes our marketing campaigns) has not researched the needs of our clients, past clients and prospects in the past 12 to 24 months.	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Our sales leader does not monitor (at least on a monthly basis) the growth of a salesperson’s database of prospective buyers.	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Our sales leader does not monitor a salesperson’s closing ratio (proposals presented to proposals closed).	<input type="checkbox"/> Yes <input type="checkbox"/> No
11. If a prospect tells a salesperson 2 - 3 times, “No, I am not interested,” they should not call them anymore.	<input type="checkbox"/> Yes <input type="checkbox"/> No

12. After a prospect tells a salesperson they have no interest in buying what we sell, this same salesperson typically sets an arbitrary date in time to call them back (i.e., 60-, 90- or 180-days).	<input type="checkbox"/> Yes <input type="checkbox"/> No
13. We don't consistently send a mass e-mail campaign to our database of clients, past clients, prospects and referral sources.	<input type="checkbox"/> Yes <input type="checkbox"/> No
14. When sending a marketing campaign to our database of clients, past clients, prospects and referral sources, we only send campaigns that have a "sales" theme (meaning we want to sell them something).	<input type="checkbox"/> Yes <input type="checkbox"/> No
15. When creating a marketing campaign, its theme/content is based on our "gut" feeling (versus on our marketing research)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
16. We don't consistently send a direct mail campaign to our database of clients, past clients, prospects and referral sources.	<input type="checkbox"/> Yes <input type="checkbox"/> No

Score Your Results By Counting The Number Of "Yes" Answers.

How Many "Yes" Answers You Scored	This Is What Your Score Means
0 – 3	Very good; however, there is room for minor tweaking of your sales and marketing efforts. Read more about our DRIP Marketing System to optimize your organization.
4 – 5	You and your business are underleveraged from its sales and marketing efforts. Consider investing in some type of drip marketing training.
6 – 10	Significant signs your sales and marketing efforts are completely underleveraged; and there is a good chance the majority of your sales team is average at best and your marketing campaigns are "costing" you money not making you money.
11 – 16	Welcome to where most businesses are with their sales and marketing efforts. Not only is there a good chance your sales team is seeing lower than average results, but you are probably seeing high turnover in your sales department – time for a complete retooling of your sales and marketing efforts.

Since 2002, Drip Marketing, Inc. has been using advanced marketing strategies, tactics and tools to help its clients to close more prospects faster than they ever thought possible. To learn more about our services and our Drip Marketing Coaching program, call us at the number below or visit us online @ DripMarketing.com.

Call (856) 401-9577 or
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