

The Ideal *Customer* Experience

Checklist

This checklist measures how well your sales messages match what your customers really value.

Each checkmark = 10 points. Aim for 70 points or more.

<p><i>What does the customer SAY is the reason(s) they buy from you?</i></p>	<p><i>Are your key messages about your benefits written, clear, consistent and shared?</i></p>	<p><i>Are Marketing, Sales and Customer Support <u>all</u> using the key messages at every step of your sales process?</i></p>
<p><input type="checkbox"/> I have had an actual conversation with my top customers in the last 1 to 3 months.</p> <p><input type="checkbox"/> During that conversation, I have actually asked the customer to explain why they buy from us.</p> <p><input type="checkbox"/> I know the problem or need my customer or potential customer is trying to solve because we talked about it.</p> <p><input type="checkbox"/> I have identified the customer's problem and/or need using any of the following:</p> <ul style="list-style-type: none"> • Dialog with customer • Survey • Testimonials/Endorsements • Other: 	<p><input type="checkbox"/> I have written down the customers' answer to why they buy.</p> <p><input type="checkbox"/> My key message(s) addresses the need or problem my customer or potential customer has stated (not what I think!)</p> <p><input type="checkbox"/> We have built our key sales messages around what our customers say is the reason(s) they buy from us.</p> <p><input type="checkbox"/> Key messages are shared internally and externally; up and down from CEO to shop floor.</p>	<p><input type="checkbox"/> At my company, messages are jointly created and communicated across marketing, sales and customer support departments – no silos.</p> <p><input type="checkbox"/> All employees understand key messages and communicate them to customers whenever possible.</p> <p><input type="checkbox"/> We have taken time to align customer segments or groups with the right key message(s).</p>
<p>Under 70 Points? Want to improve your sales performance? Call us to discuss how.</p>		