




MARKETING | BRANDING | STRATEGY

A large, stylized orange silhouette of two human heads facing each other, with their hair rendered as flames, positioned on the left side of the page.

INTERNAL COMPANY'S ANALYSIS CHECKLIST

QUESTIONS FOR THE COMMERCIAL DEPARTMENT

1. Are there sales scripts?
2. What questions do the clients ask?
3. What are the most common doubts, fears, stereotypes and objections of the clients?
4. What exactly in your offer is “catchy” for the clients?
5. What is the nature of the product? What parts does it consist of?
6. What are the principles of work of the product?
7. Describe the stages or the logical elements of your service.
8. What do the packaging and additional materials (instructions, booklets, spare parts, gifts, reports etc.), accompanying the main product or service, look like?
9. What raw materials are used for the manufacturing of the product? Where and how is it manufactured? Who is manufacturing it?
10. What is the process of the product’s transportation like?
11. What are the storage conditions for the product in the warehouse?

12. How is the product used by the client? In what way? Are there any positive or negative aspects at the current stage?
13. Is it necessary to utilise the product? What can be said regarding the post-consumption stage?
14. What sort of promotions are being held? Describe the most successful one.
15. What problems are there with the product? Which ones could be sold? Which ones will remain?
16. What are the main difficulties in communication with the clients?
17. Does the client usually understand and know what he came for? Or a consultation is often needed?
18. What clients are the easiest and most interesting to deal with? Why?
19. What clients are the most difficult to deal with?
20. A breakdown on the largest transactions of the previous year:
 - Where did the client come from?
 - Who took part in the sales?
 - What conclusions were made?
 - Period of closing the deal?
 - Marginality?

21. A breakdown on the smallest transactions of the previous year:

- Where did the client come from?
- Who took part in the sales?
- What conclusions were made?
- Period of closing the deal?
- Marginality?

22. Describe the best-known project.

23. Describe the most unusual project.

24. Describe the most difficult project.

SERVICE

1. Stages of working with a client from the first contact to obtaining money and performing work.
2. Financial conditions of work: prepayment, installment plan, discounts, trade credits, goods for sale, etc.
3. Post-purchase customer support.
4. Do you give presents to your clients? If so, on what occasions?
5. Describe the process of delivery.
6. Loyalty programmes (cards, accumulated savings, bonus points, gifts etc.)
7. Financial conditions of work (advance payments, installment plan, deferral of first payments, commodity loans, discounts, goods for sale, purchase of illiquid assets, etc.)

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