

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	70%	I like the way you define your Target Customers. However, they are so broad that you lose to a competitor who specializes in a subset of who you cater to. Defining your Target Customer Groups is important in a crowded industry so I would add the words "we specialize in these particular customer segments...". And "consumer groups" to me sounds like you sell to consumers, which I sense isn't correct. You sell to manufacturers who then sell to consumers.	
How well defined are your products and services? Are they too broad? Too narrow?	10%	You lose as soon as you say "Optical and non-optical products" which not only defines everything but also begs the question "why not just say everything?" I would add "we specialize in producing..."	<i>Our strategy Your Products and Services are Defined will increase profits by first analyzing your industry and then positioning you uniquely among your competitors.</i>
How effective is your Profile Statement? Does it describe management and company history?	20%	The Profile Statement is fine. It includes history and key management. However, on my browser the profile over-runs the menu, thus obliterating your Corporate Presence.	<i>Customers like to trust businesses they buy from. In You Have a Website Campaign we design a Profile Statement that includes your history, philosophy, unique strengths... and does it all in a way that influences customers to buy.</i>
Do you have a well-written set of mission statements?	10%	I want to see a Mission Statement, Vision Statement, Social Values Statement, and Corporate Mantra.	<i>Mission Statements create Corporate Presence, resulting in greater revenues. In You Have a Set of Mission Statements we create all 5 of them.</i>
How is your Google ranking, both locally and within your county?	40%	In a search for "Injection molding companies Southbridge MA" you are page 1. In a search for the county I couldn't find you on the first 4 pages. I'd like to change this through better marketing.	<i>A high Google ranking is the result of a good business and marketing. SEO is over-stated, easy, and discouraged by Google. Most of our marketing strategy units increase Google ranking, mostly because they entail activity.</i>
If appropriate, do you have an email or newsletter signup?	100%	Doesn't apply to this industry.	
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	20%	I'd like to see a news page, a blog, and a new products page. The organization of this site is unwieldy, with all the tabs on the left. They should be sub-divided. And I already addressed the issue about the Profile Statement. I checked "Kaleidoscopes" and no way does this product deserve it's own page. And what is "#701?"	<i>ACTIVE websites sell. So it's important to have all the pages you'll be needing on which to post regular new content. You Have a Website Campaign ensures that you do.</i>
How frequently do you add content to your website?	10%	I don't see any fresh content on the site. I want a blog, news, new products, and events, all updated monthly.	<i>You Have a Website Campaign determines what content is most influential and results in an Editorial Calendar to tell you what to post to your site, and when. This increases your Google ranking and gives you something to advertise.</i>
How persuasive are your sales scripts? Are they cliched? Too salesy? Influential?	80%	I like your "Quality Commitment". It avoids cliches and conveys spirit (like you mean it). Overall, I think you have a handle on how to influence your customers. I would take it one step further and examine what turns on your Target Customer Groups.	
When was your last product announcement? Was their a planned rollout for it?	10%	I don't see any new products.	<i>We like to see a continual product launches, each with a planned rollout for your marketing and sales staff. Our unit You Launch Sales Campaigns does that, including writing sales scripts that should work.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	10%	Any serious business needs a Linked In profile nowadays, including one for it's CEO.	<i>Consumers research your credibility on LinkedIn. FourSquare brings social connection. Your Social Media Campaign Shines determines your best platforms and what to post on them. And all allow you one additional way to advertise your activity.</i>
How active are you on Facebook? How appropriate are your posts?	100%	Facebook doesn't apply here.	

How strong is your Brand Image?	70%	The Brand Image is weakened by the items mentioned on this page. But overall, it's pretty good. You come across as a company capable of manufacturing what you say you manufacture, probably at great prices, too.	
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	30%	Corporate Presence is weakened by the "we do everything" approach and sloppy website. These are easily correctable.	<i>We want you to appear sizeable to the outside world. While a Mom & Pop operation is nice, it doesn't easily meet the competitive demands of today's marketplace. Most of our Performance Enhancement Strategies increase your Corporate Presence.</i>
Are you on Google Places? Where do you rank?	100%	Doesn't apply here.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	100%	Yelp doesn't apply.	
Do you have a blog? Are the postings tailored to your Target Customers?	10%	There isn't one. I want to add a blog for thoughts on the industry, new products, technologies, etc.	<i>In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise, resulting in</i>
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	40%	It would be nice to have an Angie's profile, since you offer many consumer products. This isn't strictly necessary, however.	
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	100%	Doesn't apply.	
Is your email address a dedicated domain?	100%	Yes you have a dedicated email.	
How do you compare to your competitors?	10%	AlSCO has terrific Corporate Presence and also narrowly defines its Target Customer Groups. Ditto for G&F, although they lack a Profile Statement which is very bad.	<i>We believe that having unique traits in your industry eases the competition and increases your prices. We help define your products, analyze the industry, and position you properly in your industry.</i>
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	10%	I want to add brochures describing your specific capabilities in particular niches.	<i>We'll put together a brochure that highlights your unique strengths and incorporates the latest trends in influence. It will increase profits by appealing to your Target Customers.</i>
How prepared is your business for expansion? Do you have most of your ducks in a row?	10%	the above items need to be remedied before this company is ready for expansion.	<i>A business should have all its areas in order before expanding. But once it does, it should expand to within the constraints of its owners Grand Vision. You Expand Your Business plans your expansion, including financing, once you are ready to do so.</i>
How unique are you in your industry?	10%	I want to add what your competitive advantages are. AlSCO devotes a page to "AlSCO Advantages"	<i>Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze the industry and position you properly within it.</i>

BUSINESS PERFORMANCE SCORE: 44% This is a good rating for a small business. Typically it means you are doing a few things very well, usually with a lot of energy. This level is a good stepping stone towards further growth, where your business transitions into a thriving, larger business. At this level we suggest employing additional marketing tactics, and improving operating efficiency in order to bring your business to the next level.

RECOMMENDED STRATEGIES: Your Mission Statements are Impressive
Your Marketing Plan Excites Everyone
You Have a Website Campaign