

BUSINESS PERFORMANCE REPORT FOR POISE, STYLE & MOTION

| Performance Item | Score | Researcher notes | Explanation |
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| Do you have a downloadable brochure? How appealing is it? | 60% | It's superb that the calendar is available for download, but a downloadable brochure would go even further. Deciding to dance is a big decision, and a costly one, so the more information you can provide up front the higher the | <i>We'll put together a brochure that highlights why you are unlike no other competitor. It will increase profits by appealing to your Target Customers.</i> |
| How well defined are your products and services? Are they too broad? Too narrow? | 70% | The corporate mantra includes Latin and Dancesport, yet there is no description of either on the website. Furthermore, the calendar has no mention of it either. I'd want to analyze the products and update marketing material to reflect the change. | |
| Do you have a blog? Is it updated regularly? Is it informative and somewhat personal? | 80% | Blog is terrific. I appreciate that it is posted regularly, and that the articles are useful for dancers (I danced for years). I'd hope to add entries more frequently, including smaller articles just discussing the comings and goings of PSM and surrounding dance events. Every 2-3 weeks would be nice. | |
| Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry? | 20% | There is no Mission statement, Social Values Statement, Vision Statement. There is a corporate mantra. | <i>In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.</i> |
| How is your Google ranking, both locally and within your county? | 100% | Page 1 this is superb! Search: "Worcester MA dance studios" | |
| If appropriate, do you have an email or newsletter signup? | 10% | I'd like to see a sign-up for an email newsletter and/or other news like the press release. This would also be a source for a marketing database. | <i>With Your Marketing Plan Excites Everyone, we first discuss whether you need one, and then we build one together, resulting in higher revenues through greater visibility.</i> |
| How attractive is your website? Does it have a calendar of events, news, and product announcements? | 60% | Two dead links on the bottom left of the home page, plus no About Us where you are able to convey your Brand Image. Other than that I like the news, events and schedules. | <i>Our You Have a Website Campaign ensures that you have a timely web-site, with new content continually posted to it. If you need to re-do your website, we'll build it together, and you'll be able to maintain it yourself.</i> |
| How frequently do you add content to your website? | 70% | The website could use a calendar events, particularly for dance events in the area. The testimonials are dated a bit. Everything else is pretty good. The links for Digg and LinkedIn don't work. | |
| How persuasive are your sales scripts? Are they cliched? Too salesy? | 10% | Ideally I'd like the first thing the customer sees be a mention of your philosophy and what it means to the dance student. And definitely an About Us page would describe how you go about doing what you do. In all, there are presently no sales scripts to be found. | <i>Our unit You Launch Sales Campaigns will get your sales scripts to current standards, removing cliches, sale jargon, and instead give you what research has been shown to influence.</i> |
| When was your last product announcement? | 100% | Lots of latest news and schedules. | |
| How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook? | 20% | I want to put a profile on LinkedIn for PSM. Foursquare looks good, but doesn't have anyone posting to it. The last was 2012. I want to heat up some activity on it. I want to add a Pinterest presence as well. | <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. This results in higher revenues by reaching more customers.</i> |

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| How active are you on Facebook? | 100% | Superb facebook presence, lots of updates, in a variety of subjects. | |
| How strong is your Brand Image? | 30% | Brand image is weak, and here's why. First, there is no About Us page on the website to describe your heritage, specialties, where you came from and where you are going. Second, the first page is littered with "deals" and yet other parts of the site are catering to nuanced dancers. I'd want to analyze the brand image, firm it up, and distribute it to marketing materials. | A defined Brand Image increases your appeal, and facilitates target marketing. We'll help define that image through Your Products and Services are Defined and plan execution across all your marketing channels. |
| How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry? | 0% | | 0% We want you to appear sizeable to the outside world. While a Mom & Pop operation is nice, it won't easily meet the competitive demands of today's marketplace. Most of our Performance Enhancement Strategies result in an increase in |
| Are you on Google Places? Where do you place? | 80% | 3 out of 45 is very good. Nice. | |
| What do your negative (and credible) Yelp reviews suggest for improvement? | 10% | There are no reviews. | We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to |
| What do your Angie's List <u>reviews</u> suggest? | 100% | Doesn't apply | |
| What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them? | 10% | Amazing that you don't have a Yelp rating. This is the perfect business for a Yelp rating since anyone considering lessons would want to know what others think. Having one would increase the number of customers. | Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that. |
| Is your email address a dedicated domain? | 100% | Yes you have a dedicated domain. | |
| How do you compare to your competitors? | 80% | Arthur Murray has a tacky sign-up form on their home page. But they do have a History, which I like. Your approach is more personable and I prefer that. | |
| How prepared is your business for expansion? Do you have most of your ducks in a row? | 80% | With proper marketing, financing and management, including teachers and facility managers, this business is ready for expansion. | |
| How unique are you in your industry? | 10% | There is no mention of what makes you unique compared to the others. Doing so would make competition and expansion easier and would allow you to appeal to your Target Customer Groups. | 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 this and then suggest adjustments to your business concept. |

BUSINESS PERFORMANCE SCORE: 52% This is an outstanding rating for a small business. It shows that you are doing a lot with what's available for business presence. This level is a good stepping stone towards further growth, where your business transitions into a larger one. At this level we suggest improving operating efficiency to handle more customers, and adjusting business strategy to meet your grand vision.

Your Mission Statements are Impressive

Your Marketing Plan Excites Everyone

Your Brand Image Sparkles