

BUSINESS PERFORMANCE REPORT FOR SIGNATURE FINISHES

Performance Item	Score	Researcher notes	Explanation
Do you have a downloadable brochure? How appealing is it?	10%	I think a brochure available for download would be a great addition to this site. Probably several brochures, for workshops, products, etc.	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.
How well defined are your products and services? Are they too broad? Too narrow?	20%	I was surprised to find that the furniture, jewelry and bath supplies have no description elsewhere on the website. The products aren't being marketed to their best potential.	Our strategy Your Products and Services are Defined will increase profits by first analyzing your industry and then positioning you uniquely among your competitors.
Do you have a blog? Is it updated regularly? Is it informative and somewhat personal?	30%	I appreciate that you have the site set up for a blog, but there aren't any blog entries. A blog would be nice to talk about new classes, in detail, plus personal notes like observations at shows, or new products, techniques, etc.	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 higher revenues.
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	10%	You presently don't have a Mission Statement, Vision Statement, Values Statement, Corporate Mantra, and the profile could be a bit more complete. All of these would add presence to the business.	In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.
How is your Google ranking, both locally and within your county?	30%	"North Grafton MA refinishing" shows you on page 3. Since this is your town I'd like to aim to appear on page 1.	Most of our marketing strategy units increase Google ranking. This results in higher revenues from greater recognition.
If appropriate, do you have an email or newsletter signup?	10%	We didn't find any email or newsletter signup.	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.
How attractive is your website? Does it have a calendar of events, news, and product announcements?	100%	Your website is fine. I don't believe that websites sell; marketing sell. So what you have is fine for growth.	
How frequently do you add content to your website?	60%	I like that there is a workshops page and that it is up to date with classes. I'd like to see new product announcements, an active blog, and a calendar of events (besides workshops) all of which add to the activity of the business and thus its presence.	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.
How persuasive are your sales scripts? Are they cliched? Too salesy?	50%	There is a sales script about redoing your own furniture and taking classes, but not much more. I feel things could be made more persuasive and inviting.	Our unit You Launch Sales Campaigns will get your sales scripts to current standards, removing cliches, sales jargon, and instead give you what research has shown to influence.
When was your last product announcement?	60%	Lots of exciting workshops! Nice. RSS syndication is odd because what's there is meant for you, not us (the consumers). I don't see any pages for new products.	We like to see a continuous plan for product launches, and our unit You Launch Sales Campaigns, not only will do that, but also will develop the scripts with which to train your salesforce.
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	100%	You are on LinkedIn, very nice.	

How active are you on Facebook?	100%	What a perfect Facebook page.	
How strong is your Brand Image?	50%	Branding is reasonable. Middle of the road, not too pricey or formal. I might improve upon it by adding more words to describe your approach, artistic background, or other elements to increase the Brand Image.	<i>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.</i>
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	30%	The free gmail account, website scripts meant for you not customers downsize your Corporate Presence. That said, the number of workshops is impressive.	<i>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 your Corporate Presence.</i>
Are you on Google Places? Where do you place?	10%	No mention on google places for furniture refinishin (or just refinishing) North Grafton MA. Since 97% of people shopping locally look on the web first, I feel it	<i>Google Places, when available, is the first thing your customer sees. Once you register with Google Places all of our strategies are designed to</i>
What do your negative (and credible) Yelp reviews suggest for improvement?	10%	None found.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them.</i>
What do your Angie's List <u>reviews</u> suggest?	60%	None found.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them.</i>
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	10%	I couldn't find you listed on Yelp.com. If I were to take classes or bring my furniture I would want to read independent reviews on Yelp.com first.	<i>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.</i>
Is your email address a dedicated domain?	10%	No, you have instead a free gmail account.	<i>A free email address will decimate your Corporate Presence. A few of our strategies are designed to boost your Corporate Presence. A larger presence means more customers are interested in you.</i>
How do you compare to your competitors?	100%	You look fine compared to your competitors. What you do is somewhat unique, which is something I like to see.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	60%	The foundation of your business is in place for expansion. We need to firm up some of the simple matters, and then you can consider expanding.	<i>A business should have all its pieces in order so to be able to expand, as have successful large companies. You Expand Your Business is designed to ready you for expansion, and as well plan for it once you are ready.</i>
How unique are you in your industry?	100%	The combination of antique furniture and DIY workshops is special. Very nice.	

BUSINESS PERFORMANCE SCORE: 43% 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.