



BUSINESS PERFORMANCE REPORT FOR SPENCER FURNITURE

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	10%	I'd like to describe the types of customers we are trying to appeal to (Target Customer Groups). Sophisticated homeowners? Value-oriented? Families? Apartment dwellers? At a minimum a specialty should be mentioned.	<i>By appealing directly to your Target Customers you do two things. You gain an edge over broad-brushed competitors. You also build rapport with the customer who meets the</i>
How well defined are your products and services? Are they too broad? Too narrow?	100%	I like the range of products and services. You offer everything a homeowner would want in the way of planning and furnishing a home.	
How effective is your Profile Statement? Does it describe management and company history?	30%	Much of the Profile Statement is outdated, in that it uses a lot of words now considered either cliched or else to-be-expected. Better would be a true company history, operating philosophy, and how you differ from your competition (without being salesy about it).	<i>Customers like to feel grounded with the businesses they do buy from. In You Have a Set of Mission Statements we start by discussing those Target Customers and then build a Profile Statement (among other things) designed to appeal to them and gain their trust.</i>
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	20%	"For the home of your life" is a nice Mantra, but I don't find a Mission Statement nor Values Statement. The profile is weak, especially in that it repeats groups of towns, which doesn't need to be there at all. Also, the adjectives are dated. Much of those (e.g. top-notch) aren't used anymore.	<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?	80%	In a search for Spencer furniture stores, you're #1. In Worcester County you appear on page 2, which is very good. Obviously to be on page 1 would be an added boost.	
If appropriate, do you have an email or newsletter signup?	100%	Great again, in that you offer a convenient button to sign up for email.	
How attractive is your website? Does it have a calendar of events, news, and product announcements?	70%	The website look fine, although I wouldn't jump into "why choose Spencer furniture?" here, so quickly. Better would be to introduce the viewer to the store on the Home Page and save the sales talk for elsewhere, and even then more subtly. I love the appealing photos and eye-catching small graphics.	
How frequently do you add content to your website?	70%	There is plenty of energy conveyed in the way of the large number of departments. I'd like to see a new products page and as well a consideration to add a calendar of events page, which might include visits by interior decorators, open houses, or anything else that adds freshness of activity and draws customers.	
How persuasive are your sales scripts? Are they cliched? Too salesy?	10%	I'd like to see personality added via more text, on each of the pages. Right now it is sparse for words. Doing so will add the element of persuasiveness to the excellent offerings.	<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?	10%	Activity is important to me, so I want to add a page with New Products, and update the postings at least once a month. Or a page called News & Events. Anything that conveys activity.	<i>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.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	100%	Superb again! You are on Pinterest. And you have inviting, fresh content.	
How active are you on Facebook?	100%	Good job again. Plenty of likes and fresh content. And the photos and content are varied and exciting. Sweet.	
How strong is your Brand Image?	100%	Brand image is very good. You present yourselves as a mid-market furniture retailer, which is appealing to your target customer base. Very good, since I rarely see the brand well-defined like this.	

How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	70%	You've got decent Corporate Presence. Increasing the website activity as described elsewhere in this analysis will increase it further.	
Are you on Google Places? Where do you place?	100%	You are on Google Places for Spencer. Very good.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	30%	I realize Yelp is a weird beast for reviews. The unrecommended one suggests the need for a formal Sales Training Program, something we recommend for any business for a variety of reasons. The recommended review is fine, but there is only one of them.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them.</i>
Do you have a blog? Are the postings tailored to your Target Customers?	10%	I'd like to see a blog associated with the website. In general, I feel a blog is appropriate for consumer-oriented businesses, because it allows you to create a more intimate brand and as well comment on new additions to inventory.	<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 higher revenues.</i>
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	100%	Angie's doesn't apply here.	
What are your Yelp and Angie's List ratings? Are there many of them?	10%	I don't see any rating. It would be good to get more reviews so that there is a rating.	<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?	100%	Yes, you have a dedicated domain for your email.	
How do you compare to your competitors?	30%	Charlton furniture adds management bios, company history, and News. The result is greater Corporate Presence. Their branding is higher because the script on page 1 is conservative, likely appealing to the conservative customer.	<i>Several of our performance enhancement strategies are designed to improve your competitive advantage. We help define your products, analyze the industry, and put you in the top quartile for marketing ability.</i>
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	100%	Superb! You have flyers! So many don't, and you do. Good work.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	30%	I'd like to increase the website activity and revise the sales scripts before considering an expansion here. I'd also like to increase the number of reviews, as part of a Social Media Campaign.	<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?	30%	I don't see any specialties or unique traits mentioned ("knowledge of furniture and mattresses" is too broad and hence not credible. Also, there is a typo in the sentence.). I want to add some uniqueness, possibly creating a specialty. That said, I'm glad you ask the question "Why choose Spencer Furniture?" which respects that it's important to be unique in your industry.	<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 this and then suggest adjustments to your business concept.</i>

BUSINESS PERFORMANCE SCORE: 53% This is an **OUTSTANDING** rating for a small business. It shows that you are doing a lot with the various platforms we have available for business presence. This level is a good stepping stone towards further growth, where your business transitions into a larger one, towards your grand vision. At this level we suggest improving operating efficiency to handle more customers, and adjusting business