



# BUSINESS PERFORMANCE REPORT FOR EIGHTY ATES

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	10%	No explicit mention is made of your Target Customer Groups. Doing so will build rapport and capture market share.	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 person you are looking for.
How well defined are your products and services? Are they too broad? Too narrow?	100%	Your products and services are appropriate and complement one another.	
How effective is your Profile Statement? Does it describe management and company history?	10%	I want to add a Profile Statement, with key management, operating philosophy and restaurant history.	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.
Do you have a well-written set of mission statements?	50%	The Corporate Mantra is fine. I want to see a Mission Statement as well.	Mission Statements create Corporate Presence, resulting in greater revenues. In You Have a Set of Mission Statements we create all 5 of them.
How is your Google ranking, both locally and within your county?	10%	In a search for "Restaurants Webster MA" there is only a directory listing on page 4. I want a Marketing Plan that breathes energy into the site and lets Google know you are here. My goal is page 1.	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.
If appropriate, do you have an email or newsletter signup?	90%	Excellent, via text message.	
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	30%	The website looks good. It needs the Profile Statement (About Us) and as well a blog and calendar of events.	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.
How frequently do you add content to your website?	20%	The website needs more activity. The above items will help this.	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? Influential?	20%	Neither catering nor banquets has sales script. People want to know you and trust you and words convey that. The restaurant script is acceptable.	Our unit You Launch Sales Campaigns brings your sales scripts to current standards, removing cliches, sales jargon, and instead presents what research has shown to be influential. As a result you'll also stand out from your
When was your last product announcement? Was there a planned rollout for it?	10%	I don't see any recent announcements of specials, new menu items, or other new services.	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.
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	70%	You are on Facebook and on Foursquare, but not on Twitter.	
How active are you on Facebook? How appropriate are your posts?	100%	Excellent. Lots of activity here.	

How strong is your Brand Image?	70%	Pretty good, stressing "Big City Experience". Yet, promotions on first page emphasize price, not experience.	
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	100%	Your Corporate Presence is superb!	
Are you on Google Places? Where do you rank?	10%	They weren't found in the Google places rankings for Webster restaurants	<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 increase your ranking on it.</i>
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	50%	Great reviews, but there are only 3 of them. There needs to be more to convey presence.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them. Your Efficiency is Cutting Edge and Your Customer Service is Exemplary contribute to great reviews.</i>
Do you have a blog? Are the postings tailored to your Target Customers?	10%	I want to add a blog with news of recent events, chef-talk, and anything else of a personal nature. This will help that Google ranking as well.	<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,</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?	60%	3.5 stars overall is okay. I'd like to solicit more reviews, preferably from people who like 88s!	<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.	
How do you compare to your competitors?	100%	I know your competitors well, and you stack up fine against them.	
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	100%	Terrific, you have downloadable menus.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	80%	You have Corporate Presence so this restaurant should be expanding all over the place. I want to draw up some financial statements to determine the required financing, and then put together a presentation to attain it.	
How unique are you in your industry?	90%	The 'Big City Experience' is unique, especially once you specify your Target Customer Groups.	

**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

**RECOMMENDED STRATEGIES:** Your Marketing Plan Excites Everyone  
You Have a Website Campaign  
You Expand Your Business