



BUSINESS PERFORMANCE REPORT FOR DOOR SYSTEMS INC.

Performance Item	Score	Researcher notes	Explanation
Do you appeal explicitly to your Target Customer Group? Do you mention who you are suitable for?	10%	I think you'll gain leverage by specifying your Target Customers. Why? Because it builds rapport and shows you pick and choose your battles. You also gain credibility.	By appealing directly to your Target Customers you accomplish three things. You gain an edge over broad-brushed competitors. You also build rapport with the customer who meets the person you are looking for. Finally, you convey that you have a polished organization.
How well defined are your products and services? Are they too broad? Too narrow?	40%	You focus on Garaga (I believe exclusively), which may turn off some customers who prefer a wider range. I would recommend adding another line or preferably two.	Too broad an offering and you lose to specialists. Too narrow and you lose to one-stops. Our strategy Your Products and Services are Defined will increase profits by first analyzing your industry and then positioning you uniquely among your competitors.
How effective is your Profile Statement? Does it describe management and company history?	10%	Amazingly, I couldn't easily find an About Us describing who you are. Customers want to trust you, and without knowing your history, philosophy, bios, and staff, you lose sales.	Customers trust businesses they buy from. In Your Have a Website Campaign we design a Profile Statement that includes your history, philosophy, unique strengths... and does it using influential methods without dated cliches.
Do you have a well-written Mission Statement, Corporate Mantra, Social Values Statement and possibly Vision	30%	Mission Statement isn't a true mission statement "total customer service". Values Statement is great, though. I would like to see a tagline and better Corporate Mantra.	Mission Statements create Corporate Presence, resulting in greater revenues. In Your Have a Set of Mission Statements we create all 5 of them in a way that a securities analyst
How is your Google ranking, both locally and within your county?	80%	In a search for Garage Doors, Framingham Ma you are on page 1. The ads at the top are deceptive, but presumably your customer knows that those are ads. In a search for "garage doors Boston MA" you aren't on the first 4 pages, which is understandable, though desirable since you mention Boston on your website.	
If appropriate, do you have an email or newsletter signup?	100%	A newsletter or email signup doesn't apply to this business.	
How attractive and complete is your website? Does it have a calendar of events, news, and product announcements?	40%	I want to add an About Us, and a page showing recent installations. I like the heavy emphasis on reviews. Looks good.	ACTIVE websites sell. So it's important to have all the pages you'll be needing on which to post regular new content. Your Have a Website Campaign ensures that you do.
How frequently do you add content to your website?	50%	Website activity is so-so. There is a blog, and postings are regular, though they could be done more often. I like the reviews and their prominence on page 1. There aren't any case studies, new product announcements, or a calendar of events (not sure what that would include).	Activity drives Google ranking, impresses customers, and keeps your employees energized. In Your Have a Website Campaign we determine what content is most relevant and then create an Editorial Calendar to tell you what to post to your site. and when.
How persuasive are your sales scripts? Are they cliched? Too salesy? Influential? Typical?	80%	Pretty good! Salesy, a bit, but lots of detail and it shows you have a passion for what you do. I like it!	
When was your last product announcement? Was there a planned sales rollout for it?	20%	Other than, the reviews, there is no portfolio of recent installs, company news, or anything else that is new and conveys activity.	We like to see a continual product launches, each with a planned rollout for your marketing and sales staff. Our unit Your Launch Sales Campaigns plans a rollout, including writing sales scripts.
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	10%	I couldn't find Door Systems on LinkedIn. Any business involving large purchase orders needs to be there to increase credibility in the eyes of the customer.	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
How active are you on Facebook? How appropriate are your posts?	100%	You have a perfect Facebook profile. Lots of posts in a variety of USEFUL topics.	

How strong is your Brand Image?	50%	Brand Image is a bit weak because the focus is on the Garaga doors and less on you, the ones who will be installing them. The website, while full-featured, lacks in emotional appeal to the target customer group. I would want to determine the brand image characteristics and how we'd go about adding that to marketing materials.	<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 then plan implementation across your marketing channels.</i>
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	100%	Your corporate presence is superb. You have all the bases which a consultant smiles about covered. Good work.	
Are you on Google Places? Where do you rank?	100%	Great, you are the only one listed as a Google Place for Garage Doors Framingham MA. Nice.	
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	40%	The bad reviews relate to calls not being returned, which suggest better efficiency to handle the volume. Second, to improve customer service with regards to complaints and/or calls.	<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?	60%	Why doesn't your blog have its own tab? I spent more time than probably anyone on your website and it was only by chance that I stumbled onto it. Put this up top, it's very good!	<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?	80%	Most are very good reviews. What I particularly like is that you respond to the negative reviews, which I understand takes time. The negative reviews are to be expected, unfortunately, they happen everywhere.	
What are your Yelp and Angie's List ratings? Are there many of them?	40%	Yelp ranking of 3 stars suggests either better efficiency, employee training. The reviews (discussed below) like your products and installation.	<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%	I assume you have a dedicated domain.	
How do you compare to your competitors?	100%	I took a look at Precision Door and found them, though very good, to lack the breadth and scope of your business. The overall impression is that you are better and more established. Although, competition remains there, for sure.	
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	20%	No brochure is available for download. I'd like to see one. It would sit on the tables of future customers and as well provide a competitive advantage since few others do this.	<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?	70%	Your business is about ready for expansion. I want to fix the items listed in this analysis, then talk about the idea of opening branch offices, franchising, or expanding into another service.	
How unique are you in your industry?	10%	I want to see something unique, something you specialize in, however small. Doing so, per Michael Porter, will smooth competition.	<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: 52% The 50% level is what we commonly see for established successful businesses of <\$10 million in market value. It's an outstanding rating for newer businesses. Our intent is always to move our clients to 100%. We most often strengthen the weakest areas of our 12-Area performance check and introduce a tactic not yet adopted, such as a simplified computer system workflow, Vision

RECOMMENDED STRATEGIES: Your Mission Statements are Impressive
Your Marketing Plan Excites Everyone
Your Expand Your Business