

The Executive Forum

Marketing Module - Discovery

What problem are you solving for your customers?

How do you actually sell/get an order/win a new account/get a project?

How is the decision to work with you ultimately made?

What are your clients really buying?



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Briefly describe the state of your marketing lists? And: how are they segmented?

What do you think are the best ways to reach Customers and Prospects?

What is your Core Story?



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Describe some potential components of an Education-based Marketing approach?

Notes:

