

# Marketing Awareness

This Assessment has been designed by a Wendy Taylor, MD of Taylored Assessments. She has over 20 years experience of helping professional firms and small companies grow through a focus on sales and marketing activities that both meet the needs of the business but also suit the personalities of those involved. Her approach to Sales and Marketing is unique in so far as she does not just look at the budgets available but also the people, resource and systems involved in the business.

The mix of activities that she recommends always match the absolute needs of the business and she developed this assessment to assist her in that process – this is now available for others to use to enhance their marketing activities, as well as for other consultants who would like a structured approach to identifying needs within their client's businesses.

The assessment comprises a detailed questionnaire, the results of which form a very clear picture of how Marketing activities are being managed within the business and how effective they are.

Marketing is important to any business and does not have to cost vast sums, yet it is one of the first budgets that is slashed during a recession. This assessment will help organisations identify how they can carry on marketing activities cost effectively and evaluate results ensuring maximum potential is achieved from reduced budgets and competitive advantage is maintained.

Consultants can also use this assessment to help educate their clients on the full range of activities that can be adopted and match their services to the needs identified in the report.

This approach results in a stronger client relationship with advice being supplied in a fashion that supports the business owner and helps them to maintain competitive advantage through the Recession.

## Primary Purpose

This Assessment covers all areas of Marketing and can be used in conjunction with more detailed Assessments for Sales Training and Client Care.

The primary purpose of this assessment is to provide an insight into the various aspects of marketing, helping to generate ideas for more effective use of budgets. It is designed to assist in the creation and maintenance of marketing strategies and the implementation of systems that will make the process simple and effective, maximising budgets in the most effective way for the business.

It also enables Consultants to better understand their client's business and match their services accordingly.

### It is used to:-

- Create an overview of marketing activities currently in place
- Improve profitability and sustainability
- Provide a platform for forward planning and strategy implementation
- Identify alternative ways of doing things to save time and money
- Strengthen consultant / client relationships

- Build awareness of all aspects of marketing within the organisation
- Enhance client care and communication channels

## Summary

This Assessment will provide both business advisors and owner managers with a platform from which to develop a structured approach to Marketing. It is designed as a toolkit giving valuable information, linked directly to business issues as identified through answers provided in the questionnaire.

It is an extremely comprehensive review of the Activities employed by a business and will create the framework which can be used to implement strategies that will improve the impact of these activities whilst highlighting new activities and evaluation techniques to build competitive advantage.



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