



Master Strategy

Grow Profitably.

Business Development Self-Assessment for B2B Service Firms

Indicate how strongly you agree with each of the following factors by rating your firm on a 1 to 10 scale, with 10 = Ideal. A perfect score is 100.

- _____ 1. Our business is generating enough new business to meet our growth goals.
- _____ 2. We have written a marketing plan (linked to our strategic plan) that defines strategies and tactics to penetrate priority market segments.
- _____ 3. We have comprehensively researched our competition and analyzed how we match up.
- _____ 4. We have enlisted our entire team in the business development effort. Our employees understand our marketing plan and why customers should choose us over our competitors.
- _____ 5. Our brand is strong and cohesive. Our company colors, logos, taglines, typefaces, etc. are presented consistently.
- _____ 6. Our marketing communications emphasize high-engagement—dialogue, questioning, and interactivity vs. one-sided “selling.”
- _____ 7. We routinely listen to our customers and measure their satisfaction.
- _____ 8. We are adept at using new technology and techniques for marketing, including social media and webinars. We keep our content robust and up-to-date on all communications platforms.
- _____ 9. We have an effective, year-round program in place to expand current customer relationships.
- _____ 10. We have an effective, year-round program in place for new business generation.

Ideal Score = 100 YOUR SCORE = _____