

EVALUATION OF SUCCESS METRICS GUIDE

Providing a snapshot view of the sales and marketing vitals in your business.



EVALUATION OF PREDICTIVE SUCCESS METRICS (EPSM)

Welcome, and thank you for requesting this Evaluation of Success Metrics Guide.

This guide will help bring into focus what we at Onward Nation and Predictive ROI refer to as the Vital Metrics controlling the growth of a business.

This guide includes a comprehensive Evaluation of Predictive Success Metrics (EPSM) as a tool to provide a snapshot view of the sales and marketing “vitals” in any business.

Why is your score within the EPSM important? This evaluation will help you diagnose any critical areas that may need attending to before your business is ready to properly handle an inflow of new leads and sales opportunities. In addition, your result outcomes / score may indicate several corrective actions that need to be addressed.

Just answer the questions and then tally your score at the end.

How did you do?

If you scored between 33 – 50 points...ugh. But no problem — this quiz will be a great guide for you.

If you scored between 51 – 75...congratulations...solid foundation...and the sky's the limit.

If you scored between 76 – 85...You feel that? It's Momentum — and it feels awesome!

And if you scored 86 – 99...rock solid awesome...you better send me an email (Stephen@onwardnation.com) because I want to interview you on Onward Nation! Well done.

Onward with gusto!

Stephen

EVALUATION OF PREDICTIVE SUCCESS METRICS (EPSM)

Q1: Do you know the main reason your clients buy from you over your competitors?

Don't know (0 points) Some (1 point) Yes (3 points)

Q2: Could you make a list with first name, last name, title, and company for your Dream 50 prospects?

Don't know (0 points) Some (1 point) Yes (3 points)

Q3: Do you have a fixed budget or percentage of sales allocated to marketing?

Don't know (0 points) Some (1 point) Yes (3 points)

Q4: Do you know your conversion rate of leads into clients: out of X number of leads, you get Y number of clients or sales that deliver \$Z in profit?

Don't know (0 points) Some (1 point) Yes (3 points)

Q5: Do you know the average cost to acquire a new client?

Don't know (0 points) Some (1 point) Yes (3 points)

Q6: What is the average revenue that a client's initial sale / purchase represents for your business?

Don't know (0 points) Some (1 point) Yes (3 points)

Q7: Do you have a nurturing content marketing system that delivers consistent communications that add value to your clients?

Don't know (0 points) Some (1 point) Yes (3 points)

Q8: Does anyone your team review Google Analytics data on a monthly basis and make proactive recommendations based on the findings?

Don't know (0 points) Some (1 point) Yes (3 points)

Q9: If yes, does your Google Analytics account include conversion goals that track your optins and lead gen?

Don't know (0 points) Some (1 point) Yes (3 points)

Q10: Could you verbally articulate in two sentences or less what makes your company distinctive from any competitor?

Don't know (0 points) Some (1 point) Yes (3 points)

Q11: Do you know what your annual rescission rate is with clients - and - why they stop buying from you?

Don't know (0 points) Some (1 point) Yes (3 points)

Q12: Do you use a CRM like InfusionSoft, ACT!, Salesforce, Hubspot, or other platform to act as the central repository for leads, prospect lists, and customer lists?

Don't know (0 points) Some (1 point) Yes (3 points)

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Q13: Do you actively use all the data mentioned above to target segments of prospects and customers in different ways for the various products or services you offer?

Don't know (0 points) Some (1 point) Yes (3 points)

Q14: Do you know where your biggest source of untapped new business is and how to ultimately mine it?

Don't know (0 points) Some (1 point) Yes (3 points)

Q15: How many client testimonials and success stories do you have?

Don't know (0 points) three (1 point) more than five (3 points)

Q16: Do you incorporate testimonials in all your marketing, advertising, and sales efforts?

Don't know (0 points) Some (1 point) Yes (3 points)

Q17: Do you have experts in your industry who endorse you and your company?

Don't know (0 points) Some (1 point) Yes (3 points)

Q18: Do you have any strategic alliances / joint venture relationships you are currently doing promotions with right now?

Don't know (0 points) Some (1 point) Yes (3 points)

Q19: Do you know the lifetime value of a new client / customer?

Don't know (0 points) Some (1 point) Yes (3 points)

Q20: Do you use a bold guarantee to create distinctiveness for your business?

Don't know (0 points) Some (1 point) Yes (3 points)

Q21: Do you offer bonuses as an incentive to purchase your product or service?

Don't know (0 points) Some (1 point) Yes (3 points)

Q22: Do you have an active PR program to do interviews on radio, on TV, in newspapers, or magazines?

Don't know (0 points) Some (1 point) Yes (3 points)

Q23: Do you use excerpts of these activities within your marketing?

Don't know (0 points) Some (1 point) Yes (3 points)

Q24: Do you write articles, special reports, eBooks, or books to share your expertise?

Don't know (0 points) Some (1 point) Yes (3 points)

Q25: Do you have a strategy in place that continually adds new prospects into your database for your sales team to mine?

Don't know (0 points) Some (1 point) Yes (3 points)

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Q26: How often do you send relevant, content-rich emails delivering value to clients and prospects?

Never (0 points) Twice per year (1 point) Every month (3 points)

Q27: Does your current website receive at least 60 percent of its traffic from organic search?

Don't know (0 points) Some (1 point) Yes (3 points)

Q28: Do you hold, run, or host special events such as seminars or workshops where you invite clients and prospects to attend?

Don't know (0 points) Some (1 point) Yes (3 points)

Q29: Do you personally talk to your buyers, prospects and clients regularly to learn what they want and then build relationships with them?

Don't know (0 points) Some (1 point) Yes (3 points)

Q30: Do you regularly shop your competitors to see what they do differently?

Don't know (0 points) Some (1 point) Yes (3 points)

Q31: Do you know the Top 10 objections prospects have about your product or service?

Don't know (0 points) Some (1 point) Yes (3 points)

Q32: Do you and your team know the answers to those Top 10 objections?

Don't know (0 points) Some (1 point) Yes (3 points)

Score Key

33-50: Ugh. But no problem – this book will be a great guide for you.

51-75: Congratulations – solid foundation – the sky is the limit.

76-85: You feel that? It's MOMENTUM!

86-99: Rock solid awesome! Please join me as my guest on Onward Nation!!