



*"The Coach's" Mission:
Provide affordable coaching and mentoring for Front Range business owners' and Pastors, so that they can achieve greater success and enjoy life more!*

Driving Success. Balancing Life.SM
The Growth Coach. Proven. Powerful. Guaranteed.

Positioning	Rating 1-5, 5 is best
<p>Target/Problem Knows who clients are, where they are and what problems, issues and challenges they face.</p>	
<p>Ultimate Outcome Has a clearly articulated outcome statement (USP) that tells what clients get when they use your services.</p>	
<p>Value Outlines specific benefits that emphasize what client receives and addresses "What's in it from me" when using your services.</p>	
<p>Uniqueness Has a well-developed unique selling proposition that clearly differentiates your services and what that offers to your clients.</p>	
<p>Proof Has documented client successes (e.g. testimonials, quotes) that illustrate how your services deliver outcomes and value as promised.</p>	
<p>Subtotal A low score indicates you are not clearly communicating about your value. People are likely showing little interest in you and your services. If you ask friends and associates what do, most will be unable to communicate it clearly.</p>	
Promotion	Rating
<p>Relationship Integrates all promotional vehicles so that prospects, clients and referral sources get a true sense of who you are and what your services are really about.</p>	
<p>Referral Systems Uses several methods and sources to generate referrals including clients, associates, alliance partners, etc. Referrals are one of the strongest sources for new clients.</p>	
<p>Visibility Systems Maintains strong visibility within your market to your target audience. Enhances credibility through networking, speaking engagements, teaching, community involvement and current website presence.</p>	



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<p>Expertise Communicates to target market by speaking to groups and writing articles that are published.</p>	
<p>Frequent Contact Systems Uses newsletters, e-magazines, mailings and automated contact programs to send information and remain in touch with clients and prospects.</p>	
<p>Subtotal A low score suggests insufficient visibility and credibility to generate meaningful awareness and impact. Not enough trust has been established for people to respond to you.</p>	
PACKAGING	RATING
<p>Client Issues Provides information that clearly describes the problems, issues and challenges your clients encounter. Can demonstrate you understand who your clients are and what they want to accomplish.</p>	
<p>Services Prospects clearly understand what you do and how you do it. Clients and perspective clients appreciate your approach in helping them by working together with them.</p>	
<p>Web Site Use a web site to provide additional information about you and the services you offer. Website is designed to enhance credibility and generate continuing interest from prospects.</p>	
<p>Pricing and Proposals Has a well defined pricing strategy and proposal structure that explains what services clients can expect to receive rather than just outlining what you do.</p>	
<p>Business Presentation All aspects of business, including personal presentation, marketing materials, publications, etc. are presented in a manner that truly reflects who you are and what your business offers.</p>	
<p>Subtotal A low score suggest even with initial attention, interest is waning. Prospects may not be clear on how you can help and what solutions your services can provide for their problems. There may be more questions than answers to their issues.</p>	
PERSUASION	RATING

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Focus When engaging a prospect, you are totally focused on how you can help them. Uses active listening skills to sharpen and maintain focus.	
Needs Uses pertinent, open ended questions to reveal information and skillfully build rapport with the prospects.	
Objectives Motivates clients and potential clients to use your services by having them discover what future objectives are most important.	
Presentation Has a structured, well-organized presentation designed to inform prospects how you can help them solve their problems and meet their objectives.	
Closure Is successful asking for and obtaining business. Effectively knows what to say and do to earn and maintain a prospect or client's commitment.	
Subtotal A low score suggests serious concerns converting prospects into clients. Issues may include insufficient appointments, follow-up having little impact and too many prospects put off buying.	
PERFORMANCE	RATING
Communication Understands successful client engagements are based in clear, concise communication. Consistently works on improving listening skills and articulating information in a manner which is well received.	
Expectations Clearly defines what services will be delivered and what results client can expect. Keeps word; values honesty and integrity.	
Client Responsibilities Clarifies client responsibilities so that they understand you are partners in the process.	
Superior Service Does everything possible to consistently deliver service that exceeds clients' expectations. "Under promise and Over deliver" philosophy.	
Personal Performance Motivated and true to vision for your business. Gets things done for	

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clients as well as yourself and the success of your business.	
<p>Subtotal A low score suggests little referral or continuing business even if doing well in the other areas. Performance is as much about marketing as obtaining business is.</p>	
MARKETING SCORECARD SUMMARY	RATING
Position	
Promotion	
Packaging	
Persuasion	
Personal Performance	
<p>Grand Total A low overall score <60 suggests you are struggling to find clients. People do not understand what you are offering, are not responding to your messages, are unwilling to meet or work with you and avoid sending you referrals. If your score is not as high as you would like, the good news is you can improve it dramatically – it's up to you!</p>	