



MaxMeyerPlus

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Initial Marketing Questions

These questions will give you an initial starting point for your marketing activity. Please just go with your 'gut' reaction & consider giving a copy to other members of your bodyshop team and see what answers they give.

1. Who would be the three' ideal' customers you would like to work with?

1

2

3

2. Give three reasons why?

1

2

3

**3. How much additional work do you want / need for the workshop?
(Use either jobs per week or sales value)**

4. Which of your current customers would give you a positive testimonial?

1

2

3

5. How did you 'win' your current major customers? (How or why did they start using you?)

**6. What marketing activity do feel has been your most successful and why?
(What have you tried before that you feel worked for you?)**

