

The 7 P's of the Marketing Process

After you have analyzed each of the questions, give a grade of 5 for the highest rating, down to 1.

- | | POINTS |
|--|---------------|
| 1. Product & People:
Analyze the relationship between what you have to offer (product) and who (people) might be interested in it. Grade by how strong the relationship is. | _____ |
| 2. Place:
If people come to you: Does your location have signs, preferably lighted, plenty of lighted parking, safe neighborhood, low speed limit.
If you go to people: Are you close enough in order to be able to service them? | _____ |
| 3. Price:
Are you comparing what any competitors may charge? How important is price on this product? | _____ |
| 4. Publicity (& Public Relations):
Do you network at gatherings or do charity work? If you receive recognition, do you send a news release with a picture to the media? If you mail out bills, do you enclose a personal letter? Do you have any kind of relationship with the media? | _____ |
| 5. Personal Selling:
If people come to you: Do your clerks receive incentives such as bonuses, tips or commissions? Do you have meetings for training, such as suggestive selling?
If you go to people: Do you run a contact computer program to track customer's desires and recall prompts? | _____ |
| 6. Promotions:
Depending what you do, do you have at least once a year: an open house, membership drive, or some event to celebrate your existence? | _____ |

Analysis	
Averages	
5 points	You are ready to advertise.
4	You are ready, but need some work.
3	Determine how you can raise this.
2	You are not ready to advertise yet.

Total Points: _____

Divide by 6 For Average: _____