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Eighteen Key Questions

- ✓ How will our customer's and prospect's needs change in the next 2 years?
- ✓ As our client's needs change, what will be the effects on our opportunities?
- ✓ Ignoring cost, how could we add more value/leverage to our overall offerings?
- ✓ What are some ways we could enhance our overall offerings with little or no additional cost?
- ✓ How well do we know our clients? Do we use our knowledge?
- ✓ How can we better leverage our existing client relationships?
- ✓ Can we drill deeper to serve added needs for existing clients?
- ✓ How can we increase our success in gaining new clients?
- ✓ Should we brand some or all of our products and services?
- ✓ Should we formalize some of our processes and sell their benefits?
- ✓ How can we enhance our existing facilities?
- ✓ How can we enhance our after-sale service and attention?
- ✓ Should we explore alliances with complementary service/product providers?
- ✓ Should we explore geographic expansion?
- ✓ Are there any ways to create more distribution channels?
- ✓ How can we improve our recruiting, hiring, retention, and employee productivity?
Should we re-deploy our staff?
- ✓ Have we attempted to revise arrangements with key suppliers?
- ✓ Have we reviewed each significant fixed expense carefully?