

## Storefront Needs Analysis

How do you keep your sales channels stocked with up-to-date collateral that maintains brand integrity?

What problems are you experiencing with managing sales collateral?

Is your sales channel able to personalize collateral today?

What impact would decreasing your collateral spend by 15% have on the organization?

What impact would enabling all of your key distributors and dealers have on your sales performance?

What would be the impact of consist branding across the organization have?

If we could offer a collateral management system that lowers costs and improves brand consistency and has the potential to help improve lead generation would that be of interest to you?

How are decisions made regarding the purchasing of collateral management solutions?

How would a collateral management program tie into your other marketing programs or goals?

When would you want to see the results? Is there an event or quarterly focus?

**OK in order to know if we can meet your needs and offer a better solution I need to get some information from you on your current practices.**

Response Questions for the Collateral Management Value Calculator

What is your annual print cost?

What is your inventory carrying cost?

How many inventory turns per year of each collateral piece on average?

What are your order management / fulfillment costs?

What percent of print cost becomes obsolete each year?

What do you spend on design?

**If the collateral management system is going to be used by the sales channel to generate leads then the lead gen questions for the value calculator are appropriate at this time as well.**

Responses Questions needed for the Lead Generation Value Calculator

What's the average size of a direct mail campaign

What is the typical response rate?

What percentage of respondents provides enough info to be a qualified lead?

What percentage of qualified leads will accept an appointment?

What percentage of appointments result in a sale

What percentage of qualified leads that do not accept appointments now will result in a sale at a later time?

What percentage of respondents that are not qualified at the time of response will result in a sale at a later time?

What is the average value of a sale?