

MARK ETING

MULTIPLIER
X

WORKBOOK

YOUR NEXT 10 STEPS

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10 STEPS

1. PRODUCT CHECK - PART 1
2. PRODUCT CHECK - PART 2
3. LOCATION CHECK
4. WOW CUSTOMER EXPERIENCE
5. WRITE YOUR STORY
6. CULTURE
7. THE STAFF EXPERIENCE
8. STAFF COMMUNICATION PLAN
9. WEBSITE LANDING PAGE
10. DECEMBER STRATEGY

**Win with people and
win your marketplace.**



Step 1: Product Check - Part 1

Step 1 to building a business that people love is making sure what you sell meets customer expectations. Said another way, Step 1 is making sure your product works.

Delivering a good product is the foundation of every marketplace relationship.

To check if your product is good, take these 6 steps:



The first role of what you sell is that of a ticket ... a ticket that gets you into your marketplace where you get to compete for business.

winonmonday.com

Step 1

Identify your market price position:

☐ LOW ☐ MARKET AVERAGE ☐ HIGH

Step 2

Write down the **top 4** customer performance expectations of what you sell and/or of your business.

Rank

1. _____ ☐

2. _____ ☐

3. _____ ☐

4. _____ ☐

Step 3

On a scale of 1 to 10, honestly rate how well you think you're doing on the 4 product/service expectations you identified.

If you're pumped about it, that's a 9 or 10.

If you're good with it, but you can think of improvements, that's a 7 or 8.

If it leaves you wanting more and you can immediately think of things to improve, that's a 6 or lower.

If your price is high, anything below 9 should be fixed.

If your price is at market average, anything below an 8 should be fixed (7's are okay but not if you want to stand out).

If your price is low, anything below a 7 should be fixed.

Step 4

Ask your managers, sales people and any staff that deal with customers this question:

"What are common customer issues or complaints you have to deal with?"

Step 5

Of the 4 items you identified, take those that need to be fixed and add the common issues your team identified. Now pick a person or team that in 30 days will come up with a plan to solve the issue(s) assigned to them.

Step 6

Confirm the plan, set a fixed-by-date and allocate resources (time and money) to getting the identified product/service/company concerns taking care of.

If you don't have a good product, you will be a one-and-done brand and miss out on your market's best sales ... its repeat and referred sales.