

How ready are you to get real returns from your Word of Mouth activity?

Just answer the questions below

Agree Strongly (5)
Agree (4)
Neutral (3)
Disagree (2)
Strongly disagree (1)

1 My Word of Mouth Plan

I have clear goals & objectives. I know why I am networking, who I am looking for and where to find them.

1 2 3 4 5

2 My Target Market

I have a clear view of who I am looking for. I operate in clear niche(s). I know business size, sector and geography. I also know their business issues that I address.

1 2 3 4 5

3 My Proposition

I am very clear about my expertise and how to answer 'what do you do?'. I know the benefit my clients get from engaging with me and can articulate it well.

1 2 3 4 5

4 Building relationships

I believe developing relationships is important to my networking success.

1 2 3 4 5

5 ... with the right people

I know with whom I should be developing close relationships

1 2 3 4 5

6 Meeting the right people

I know where to meet the right people - the people who know my target market.

1 2 3 4 5

7 Follow up

I know how to follow up contacts and always do it.

1 2 3 4 5

8 121 meetings

I regularly have 121 meetings and know what to cover.

1 2 3 4 5

9 Having the right relationships

I have an inner network - people who know my target market, I get on with and could actively refer me.

1 2 3 4 5

10 Turning the relationships into gold

I know how to motivate my key relationships to get a steady stream of introductions and referrals.

1 2 3 4 5

Total Score

If you would like to received a report recommending specific areas to focus on just enter your email here:

For summary
recommendation rollover
the relevant button below.

First Name

Last Name

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