

Information development Worksheet

From: *The Streetwise Guide to Relationship Marketing on the Internet*
Chapter 11, Page 156

Purpose

Use this worksheet to identify the basic messages that your market needs to know in order to be motivated to purchase from you.

Project _____

Date _____

Your name _____

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- 1** What are the generic advantages of your firm's products or services?

 - 2** How can you help your market identify quality so they won't place too much emphasis on price?

 - 3** What are the fears or misunderstandings that prevent more of your market from purchasing your firm's products or services?

 - 4** How does your firm differ from the competition?

 - 5** What questions are you and your sales staff asked over and over again?

6 What information will help buyers maximize their investment in your product or service?

7 What other products, services, or supplies should your customers be buying?
