
Chapter 13 Beginning the Sales Process

Discovery Project Worksheet

Directions A significant part of a company's marketing plan is an assessment that lists and analyzes the company's strengths, weaknesses, opportunities, and threats. This process is called SWOT analysis. The questions listed are samples that could be used as part of a company analysis. For each question, explain why it is necessary for a salesperson to know the answer.

Company Analysis

1. What is the company's mission statement? _____

2. What is the company's sales history? Are sales increasing or decreasing? _____

3. What is the company's reputation and image among consumers? _____

Customer Analysis

4. Who are the customers? _____

5. What, when, where, and how much do the customers buy? _____

6. How do customers rate the company on quality, service, and value? _____

Competition Analysis

7. What advantages does the company have over its competitors? _____

8. Are competitors taking business away from the company? If so, how? _____

9. What is the company's market share? _____
