



The Customer Clarity QUIZ.

How well do you know your ideal customers?



	YES	NO
1. Our entire organization is on the same page as to who our ideal customers are.	<input type="radio"/>	<input type="radio"/>
2. We analyze our customer transaction data to identify our most valuable customers.	<input type="radio"/>	<input type="radio"/>
3. We know the basic demographics of our ideal customers including age, income, family status, etc.	<input type="radio"/>	<input type="radio"/>
4. We know what issues and values are important to our ideal customers.	<input type="radio"/>	<input type="radio"/>
5. We know what activities, hobbies, and interests our ideal customers enjoy.	<input type="radio"/>	<input type="radio"/>
6. We know how to reach our ideal customers by using their preferred media channels.	<input type="radio"/>	<input type="radio"/>
7. We know why our customers choose us over our competitors.	<input type="radio"/>	<input type="radio"/>
8. We understand what our customers are trying to accomplish by using our product/service.	<input type="radio"/>	<input type="radio"/>
9. We know our ideal customers' thoughts, feelings, and beliefs about our company/brand.	<input type="radio"/>	<input type="radio"/>
10. We know the primary reasons why we lose customers.	<input type="radio"/>	<input type="radio"/>
11. We provide our marketing agency with our ideal customer profile enabling them to deliver excellent results consistently.	<input type="radio"/>	<input type="radio"/>
12. A deep understanding of our ideal customers informs our strategic planning efforts and company direction.	<input type="radio"/>	<input type="radio"/>

Your Score? Give yourself 1 point for each YES —————> /12

01-06

The good news is you have incredible upside! Let's schedule a time to talk.

07-10

You're on the right track. Some refinements can take you much farther. We can help.

11-12

Congrats - you're a shining star! We'd love to compare notes with you. Let's have coffee!