

## QUICK BRAND TEST

Rate the following statements on this scale:

1 = Strongly Agree    2 = Somewhat Agree    3 = Neither Agree Nor Disagree  
4 = Somewhat Disagree    5 = Strongly Disagree

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1. \_\_\_\_\_ Your best customers could easily state three things that make you different from the competition.
2. \_\_\_\_\_ If your customers saw one of your current ads or brochures for the first time and your name and logo was covered up, they would still know it was your ad or brochure.
3. \_\_\_\_\_ Your customers don't negotiate price because they believe they get good value from you.
4. \_\_\_\_\_ Your sales people do not sell based on low price.
5. \_\_\_\_\_ A new prospect who spends 30 seconds with any of your marketing communications will be able to state your brand positioning.
6. \_\_\_\_\_ You consistently communicate your brand values and messages to all stakeholders (not just customers) ie staff, shareholders, suppliers, etc?
7. \_\_\_\_\_ You get a lot of referral business.
8. \_\_\_\_\_ The person who answers your phone can state the company's core values.
9. \_\_\_\_\_ Your management team would agree on what is the most important benefit you offer your customers.
10. \_\_\_\_\_ Your brand uniqueness is **not** one of the following:
  - a) you are a solutions provider
  - b) you have the highest quality product
  - c) you have incredible customer service
  - d) you will save your customers money or
  - e) make them more productive
  - f) you guarantee satisfaction

TOTAL SCORE \_\_\_\_\_

Score Below 20 - you have a healthy brand  
20-30 - you need to refocus your brand  
30-40 - your brand is not clearly differentiated from the competition  
40-50 - your brand is confusing or nonexistent