

When market conditions are unbearable and the competition is clawing... it's time to get smart, move fast and fight like hell...

BRAND SURVIVAL ASSESSMENT

Competitive Intelligence & Analysis

exclusively from ABOUTFACE

In today's economic climate, understanding your customers and your competition isn't optional; it's a matter of survival. Business professionals who fail to examine their practices and adapt to the market may not get a second chance.

Introducing Brand Survival Assessment (BSA), the innovative 30-day evaluation program that helps businesses understand their own strengths and weaknesses, compare themselves to the competition, and capitalize on their competitors' shortcomings.

Program Features:

- Your Brand Against 3 Competitors
- 12 Markets of Your Choice
- 3 Survival Assessments Per Brand Per Market
- Done in 30 days

To order your assessment or learn more, contact our Intelligence Consultant at 877.770.8585 ext. 731
www.aboutfacecorp.com

The Brand Survival Assessment provides you a comprehensive comparison analysis of these five key areas:

Frontline Staff

Your frontline determines your bottom line. BSA gives you a prompt and accurate comparison assessment of frontline staff in these areas:

- First Impression
- Final Impression
- Perceived Customer Focus
- Knowledge/Expertise
- Brand Advocacy

Revenue Driving Habits

Do your current practices lead to optimizing customer experience and drive customers to spend more money with you? BSA gives you a barometer of how well your staff is implementing optimal revenue driving techniques.

- Suggestive Selling Practices
- Compatible Selling Practices
- Goes the Extra Mile to Complete an Obstacle Sale
- Asks for the Sale
- Close
- Follow-Up (when applicable)

Operational Essentials

Are your current standard operational procedures conducive to optimizing customer shopping experiences? Solid operating practices reduce loss and increase efficiency. How does your brand compare to that of your competitors? BSA gives you a detailed perspective of your current operations on the floor. This includes an analysis of:

- Staffing: Weekday AM – 11am; Weekday PM – 6pm; Weekend – 6pm
- Staff-to-Customer Traffic Ratio
- Frontline Manager On the Floor
- Cash Handling
- Retention Business Practices: Save the Exchange, Moving Return to Exchange

Sound Marketing

Is your pricing on target? Are your promotions in line with the current market? BSA analyzes and compares your products and services with three of your competitors:

- Compare 3 Similar Products of Your Choice
- Pricing Variance
- Promotions
- Stock Level
- Pricing Strategy Resonating with Consumer
- Value-Added Services In Place

The Bottom Line

What do customers think about your brand in general? BSA distills your customers' experiences into powerful words and phrases that capture the essence of who you are in the eyes of your customers - and it gives you insight into what your customers think about your competitors.

- One word to describe the customer's experience
- Recommendation
- Competitive brands your customer chooses
- What brand gives your customer the best value?

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