

# Are You a Guerilla?

## The GM IQ Inventory

Read each statement and score each competency on a scale of 1-10 (1 = Poor, 10 = Excellent). Answer every question not only from your own perspective but as a client or customer would answer for you.

Competency	Score	Score
1. I see every contact with my customers and prospects as marketing. My words, attitudes, and actions are all <b>intentional</b> and based on my marketing goals.		
2. I look at all of my marketing from the <b>customer's point of view</b> . I consistently make time to ask my customers and prospects what it is they really want.		
3. I am <b>aggressive</b> in my marketing efforts.		
4. My marketing attack includes an <b>assortment</b> of strategies. I make use of many different marketing weapons.		
5. If I surveyed my customers today they would agree that I <b>follow-up</b> in a consistent and timely manner.		
6. I consistently use a marketing calendar to track and <b>measure</b> the effectiveness of my marketing weapons.		
7. My friends, prospects and customers would all say I am <b>enthusiastic</b> and consistently positive in all my interactions.		
8. I focus on having a clearly defined marketing <b>niche</b> .		
9. I have a clear and specific <b>marketing plan</b> that guides my weekly action steps.		
10. I use <b>online marketing</b> as one of my major marketing weapons. I utilize email, a website and vast power of the Internet to reach new prospects and communicate with customers.		
11. I build strong one-to-one <b>relationships</b> with my prospects and customers knowing that people buy from friends rather than strangers.		
12. My business is oriented to giving. We often provide free consultations, tips, gifts, and information. We make <b>generosity</b> a part of our overall marketing plan.		
13. I look for ways to <b>amaze</b> my customers with exceptional service.		
14. I consistently use my <b>imagination</b> to develop marketing strategies that are unconventional and will capture the attention of my target market.		
15. I actively work on developing marketing <b>partnerships</b> with other businesses.		
16. I take <b>consistent action</b> on my marketing plan.		