










JasonYounger.com **Customer Needs Analysis**

<b>Answer:</b>	
	<b>What is your business' Positioning Statement?</b>
	<b>Where does your business belong on the share of market ladder for what you sell?</b>
	<b>Is your current share trend rising, stable, threatened or down? Why?</b>
	<b>What businesses below you are coming up fast and which worries you the most and why?</b>
	<b>If someone were in the market to buy your product or service today, why wouldn't they buy from you?</b>
	<b>List the dates of all major sales events:</b>
	<b>What are the two strongest sales events and why are they most successful?</b>
	<b>Why don't more people do business with you? What is your number one sales problem?</b>
	<b>How did you get started in the business?</b>
	<b>Why do customers come to you?</b>
	<b>What do you offer that your competitors don't or won't?</b>
	<b>What makes your business unique?</b>
	<b>Who are your competitors?</b>
	<b>Why do customers go there?</b>
	<b>What is their largest competitive advantage?</b>
	<b>What is the single largest misconception about your business that drives you crazy?</b>
	<b>What is your CURRENT competitive advantage (price, service, something unique)?</b>
	<b>What would you LIKE your competitive advantage to be?</b>
	<b>Are there any vendors offering you marketing or advertising support?</b>