

Product	<p>Marketing Smarts Profile™</p> <p>An assessment that provides a comprehensive, overall picture of manager and leader behavior related to the marketing factors that boost produce and service value in the market place.</p>
Scales	<p>Ratings are reported on the following scales:</p> <ul style="list-style-type: none"> • <i>Marketing Strategy Mindset</i>—behavior related to marketing strategies • <i>Brand & Identity</i>—behavior related to building a brand • <i>Web, eCommerce, & Social Media</i>—behavior related to digital tactics • <i>Competitive Positioning</i>—behavior related to promoting competitiveness • <i>Market Research</i>—behavior related to knowing the marketplace • <i>Product Research</i>—behavior related to product value • <i>Marketing to Sales Integration</i>—behavior related to linking marketing & sales • <i>Marketing Savvy</i>—behavior related to overall marketing initiatives
Profile	<p>The generated report provides data on the number of individuals who completed the questionnaire, the frequency distribution of ratings (1 - 5) on every question, means (averages) on every dimension, variance with industry benchmarks, and open comments from raters.</p>
Attributes	<p>Important attributes of this assessment include:</p> <ul style="list-style-type: none"> • web enabled and web administration of account set up and of the assessment • 10 minute assessment completion of rating 55 items • unlimited number of raters allowed • industry related comparisons • automated report generation
Value	<p>Organizations discover the elements needing focused attention on the part of the managers and leaders with a minimal investment of time and resources. There are 55 items that cover 8 factors of performance. Knowing how the ratings are distributed provides a basis for analysis and action.</p>
Who for	<p>Organizations of any size will find the generated data useful in identifying key areas of focus to enhance performance. Consultants, facilitators, and managers can set up the administration and report generation through an easy to use dashboard account.</p>