

# This is your Campaigns and Sales Scorecard!



Before you decide your marketing goals and budget, take this health check to assess where your brand and marketing stand right now!

**All you need is 10 minutes and a pen!** If your answer to any of our questions is “yes” give yourself the points mentioned. Add your score!

Powered by the



**BUMBLEBEE**  
**BRANDING COMPANY**



Sales is the final stage of BBC's processes. Through the sales process, we can get a lead or make any prospect enquire about products or services.

# Deliverable

Campaigns	Score
<input type="checkbox"/> Do you have an extensive campaign strategy?	13
<input type="checkbox"/> Do you run campaigns on Google/YouTube at least once a month?	13
<input type="checkbox"/> Do you measure your campaigns at least once a month?	14
A <input type="text"/>	

Sales	Score
<input type="checkbox"/> Do you have a CRM platform?	8
<input type="checkbox"/> Do you have a sales process for both online and offline channels?	5
<input type="checkbox"/> Do you have at least one sales email script?	5
<input type="checkbox"/> Do you have at least one sales call script?	5
<input type="checkbox"/> Do you have at least one sales phone message script?	7
<input type="checkbox"/> Do you have a sales deck?	8
<input type="checkbox"/> Do you have a list of best-selling products?	7
<input type="checkbox"/> Do you have a clearly defined customer list?	5
<input type="checkbox"/> Do you have a dedicated full-time salesperson on board?	5
<input type="checkbox"/> Do you have at least two sets of target audiences?	5
B <input type="text"/>	

A + B =

**Ring ring ring! It's time to see where your sales and campaigns stand!**

**80>**

**Congratulations! Your campaigns and sales are highly effective and paying off - just a few tweaks and additions with us will take it up a notch!**

**60-80**

**Great start on this journey! We now know what needs to be fixed so worry not, it won't be too long!**

**40-60**

**A success on some, a few things to complete! But overall a great idea for your campaigns and sales.**

**<40**

**Ouch! That must hurt! But the hurt is just temporary, because we have campaigns to start and sales to make. Let's get started!**

**Send us back your scorecard, we will do an item-wise audit into your brand's campaigns & sales and recommend your next steps forward!**

**Some services Bumblebee can provide for campaigns and sales:**



**Sales Enablement**



**CRM Setup**



**Google Campaigns**



**YouTube Ad Campaigns**



**Social Media Campaigns**



**Customer Relationship Management**

**You're not alone.  
We hear YOU!**

[www.thebumblebee.in](http://www.thebumblebee.in)

