

The Dibb/Simkin Market Status Audit – As Applied to a B2B Company

The aims of this brief questionnaire are to identify the key issues in your sector, to unearth opportunities, threats, challenges and ultimately to agree key actions. The intention is also to identify under-performance and possible reasons for this. In addition, the hope is to reveal some common themes across the sectors in our business and ensure our planned activities reflect market conditions.

Sector: _____

Currently, which are our leading clients? For what?

For each one listed, also state how much money has been brought in during the last 12 months. Also, state how much income is anticipated in the next 12 months.

<u>Client</u>	<u>For What?</u>	<u>Income – Current Year</u>	<u>Income – Expected Next Year</u>
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Who are the current key target prospects for new business?

For each one listed, say for what type of work and how much income is realistically likely. Also, say how the lead came about and why each prospect is worthwhile / relevant for XXXXXXXX.

<u>Prospect</u>	<u>Type of Work/ Relevance to Us</u>	<u>Likely Income/Period</u>	<u>How Lead Came About</u>
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For XXXXXXXX in this sector, what are the key market drivers?

List the key issues, but then identify which are threats or opportunities and why.

Political:

Regulatory:

Legal:

Economic:

Social:

Technological:

Overall, from this list which are the key threats and opportunities?

<u>Leading Threats</u>	<u>Leading Opportunities</u>
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(continued)

Who are our key competitors in this sector?

For each one listed, detail their approach/standing in the sector, their strengths and apparent weaknesses.

<u>Competitors</u>	<u>Approach in Sector/Standing</u>	<u>Strengths</u>	<u>Weaknesses</u>
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Which are the ones hurting us right now? Why?

Which rivals are the fast movers? On what basis?

In each key client, identify the main personnel with whom we have a relationship (name and job description).

For the clients in this sector, not XXXXXXXX, identify the key market trends and drivers of most concern to them right now.

Political:

Regulatory:

Legal:

Economic:

Social:

Technological:

Customer:

Competitor:

Supplier:

Of these many issues, which are the priority ones for clients right now?

For this sector, what are our leading capabilities?

Are there currently any glaring gaps and deficiencies in our capability?

Right now, how would clients in this sector describe XXXXXXXX?

How would you sum up the key challenges in this sector?

What is required to address these challenges?

(continued)

In which areas of our operations, marketing activity and customer delivery are we underperforming?

In what respect and why?

Thank you for completing this audit.

Who are our key competitors in this sector?

For each one listed, detail their approach/standing in the sector, their strengths and apparent weaknesses.

<u>Competitors</u>	<u>Approach in Sector/Standing</u>	<u>Strengths</u>	<u>Weaknesses</u>
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Which are the ones hurting us right now? Why?

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Of these many issues, which are the priority ones for clients right now?

For this sector, what are our leading capabilities?

Are there currently any glaring gaps and deficiencies in our capability?

Right now, how would clients in this sector describe XXXXXXXX?

How would you sum up the key challenges in this sector?

What is required to address these challenges?

In which areas of our operations, marketing activity and customer delivery are we underperforming?

In what respect and why?

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Note: XXXXXXXXX = the identity of the organisation conducting the Dibb/Simkin Market Status Audit. The proforma when used for real contains space for responses.

Sources: this audit and review process is based on material from Sally Dibb, Lyndon Simkin and John Bradley, *The Marketing Planning Workbook* (London: Thomson), and Sally Dibb and Lyndon Simkin, *The Market Segmentation Workbook* (London: Thomson).

