



Brand Engagement Quiz

Discover where your brand is at.

High brand engagement leads to lower turnover, higher productivity and more buyers who become lifetime referring customers. The greatest driver of engagement is the experience delivered on top of a good product. Answer the following questions to see if your brand experience could be making you more money.

1 Every year you set aside a day for an annual strategy meeting with your leadership team to discuss the strengths, weaknesses, opportunities and threats of your business, out of which you identify the top 3 organizational issues to work on over the upcoming year with a plan as to who and how those issues will be addressed.

Yes No

2 Every quarter you meet with your leadership team to discuss the strengths, weaknesses, opportunities and threats for each leader's area of responsibility as well as get and give an update on the big three identified in the annual strategy meeting.

Yes No

3 During the year you take people out for lunch that you have identified as playing a key role in your business over the next 10 to 15 years. No agenda here ... just connection.

Yes No

4 When a manager begins their leadership role in your company, you tell them customer service excellence is important to the success of your business, and that their first customer group is staff. Your managers know that staff excellence leads to company excellence.

Yes No

5 All managers have received training on how to lead people.

Yes No

6 When staff are onboarded, managers are instructed to let new staff know the company wants them to succeed, and with that in mind, they will let them know when their actions are working against that.

Yes No

7 When you feel a manager is struggling to provide customer service excellence to their team, you meet with them to see what's going on and how you can help. You model what you want them do with their team.

Yes No

8 Every year you meet with your management team to discuss challenges and opportunities relating to staff and customers.

Yes No



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9 Your company culture has been defined, written down, communicated to staff and used to correct and direct manager and staff behavior during the year.

Yes No

10 You have a nice break room.

Yes No

11 Answer yes, if right now, you cannot think of any consistent warranty or customer issues.

Yes No

12 When you do experience consistent warranty or customer issues, the cause is always fixed by the end of the year.

Yes No

13 You have a priority system for dealing with customer issues. An example would be the person who first encounters the problem is responsible for making sure it gets resolved within a certain time frame.

Yes No

14 Sales staff are trained to find out what's driving a potential sale before selling. Each person has their discovery questions identified. They build connections before selling begins.

Yes No

15 All staff understand the experience rating of what you sell ... how much experience/service/attention is expected to be part of your basic product ... and ... you have a system (and training) to deliver it.

Yes No

16 If your product is a luxury, expensive, complicated or purchased infrequently, you have an after-sales process that reaches out to customers to make sure issues or unrealistic expectations are addressed.

Yes No

17 All the places people can make an impression of your business (your locations) reflect your market price position: high, average, low.

Yes No

Your Brand Experience Score

14-17 Yesses Strong Brand

Your brand experience is elevating brand performance.

9-13 Yesses Average Brand

Your brand experience is maintaining (not growing) brand performance.

< 9 Yesses Low Brand

Your brand experience is holding down brand performance.