



# INC. BUSINESS EDITORIAL SURVEY FORM

## 30 Second TouchTone Survey®

Dear Inc. Subscriber: THANK YOU FOR CALLING!

A very few moments of your time will enable us to tailor business information for you and entitles you to A FREE business information gift.

Below are 10 questions with "ranked interest" responses. Simply check your answers in the boxes. ONE BOX PER QUESTION PLEASE. Summarize your responses in the ANSWER BOX at the bottom of the page. Then, dial the 800 number provided and USE YOUR TELEPHONE KEYS to enter your answers. Immediately following your call, your **FREE business information gift certificate will be delivered to your fax machine. Thank you for your participation.**

**A. Which of the following is MOST important to your business strategy? (Check one only)**

1. Improving Customer Service.
2. Managing Company Finances.
3. Selling.
4. Developing a Marketing Plan.

**B. Which of the following information formats would be most useful to you? (Check one only)**

1. Step-by-step do-it-yourself market plan workbook.
2. Sample marketing plans from successful companies.
3. Combination of (1) and (2) in book and video.
4. Software that helps you build a plan.

**C. Most useful content in the product would be:**

1. How to monitor competition.
2. How to build a corporate PR image.
3. How to produce a customer newsletter.
4. How to simplify and insure customer follow-up.
5. How to create an overall marketing strategy.

**D. Which of the following ranks FIRST in your marketing strategy?**

1. Newspaper & magazine advertising.
2. Radio advertising.
3. Direct Mail marketing.
4. Telephone sales marketing.
5. Point-of-sale merchandising.
6. Building a customer database.
7. Building a public relations image.
8. Post-card deck advertising.

**E. Which of the following ranks SECOND in your marketing strategy?**

1. Newspaper & magazine advertising.
2. Radio advertising.
3. Direct Mail marketing.
4. Telephone sales marketing.
5. Point-of-sale merchandising.
6. Building a customer database.
7. Building a public relations image.
8. Post-card deck advertising.

**F. Which of the following do you need the MOST help with?**

1. Creating a marketing database.
2. Setting product/service pricing.
3. Promotion materials writing.

**G. Which of the following does your business need most?**

1. Market Research techniques.
2. Better customer service capabilities.
3. A stronger sales force.
4. A plan to acquire new customers.
5. Ways to sell more to current customers.

**H. Which Marketing tasks could you use the most help with?**

1. Strategic planning.
2. Customer network building.
3. Product development planning.

**I. What would you EXPECT to pay for a market planning product that helps grow your business?**

- |                |                |
|----------------|----------------|
| 1. \$70-\$90   | 3. \$130-\$200 |
| 2. \$100-\$120 | 4. Under \$50  |

**J. About your computer(s):**

- |                   |             |
|-------------------|-------------|
| 1. Modem equipped | 2. No modem |
|-------------------|-------------|



### How To Register Your Responses With ATC/MarketFAX®

Write the numeric answer to each question in the squares below. Then call MarketFAX at 1-800-783-7363 and enter extension 328.

**YOU MUST ANSWER ALL QUESTIONS TO REGISTER YOUR INFORMATION.**

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**A      B      C      D      E      F      G      H      I      J**

*When prompted for your responses, enter the above as a numeric string on your touchtone keypad.*