



Marketing Checklist

If your school, training program or SkillsUSA chapter is to be successful over the long run, it must satisfy the needs and goals of present and potential students or targeted customers for your products or services. You will need to determine the strengths of your plans, as well as any challenges you are up against. Here is a checklist for basic marketing efforts. Use the questions to evaluate your current programs or projects:

CUSTOMER ANALYSIS

(Who are your students or potential customers)?

- Who are your target customers, students or SkillsUSA members, and what do they need?
- What competition is there for these students' time and energy?
- Do you regularly ask students for suggestions on ways to improve your program?
- Do you belong to local community groups or trade associations?
- Do you subscribe to trade publications?
- Are there changes taking place among students that could affect your program?
- Are there changes in the community that might affect programs or local needs?

PROMOTION OF PROJECTS OR SALES PROGRAMS:

- Do you have a plan to advertise or promote your event?
- Do you know how to get free news coverage (radio, television or newspapers)?
- Can you use direct mail to promote your event? Is a mailing list available?
- Do you have a way to measure the success of the advertising/promotion you use?
- Do you participate in civic organizations and can these groups help you?

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PROJECT MANAGEMENT:

- Do you have permission from the school administration?
- Do you have a business plans for the project or program?
- Are responsibilities clearly outlined for officers and team members?
- Does the plan minimize duplication of effort and maximize each person's skills?
- Will some training help your students achieve better results?
- Can experienced members help train new students?
- Do you use positive leadership techniques such as giving words of encouragement and praise?
- Do you have an effective system for communicating with everyone?
- Do you hold regular meetings?
- Do you have a budget and an accounting system?
- Have you reviewed school policies?
- Are you familiar with your school's liability insurance or any policies regarding risk management?

QUESTIONS TO CONSIDER WHEN SELLING ITEMS:

- Have you priced your products or services below, at, or above the market?
 - Do you offer discounts for quantity purchases or to special groups?
 - Do you set prices to cover all costs on every sales item, including overhead?
 - Do you know which products or programs people like the best?
 - Do your customers expect a SkillsUSA project or sale at a certain time of the year?
 - Are there school restrictions regarding prices to charge/times you can sell?
 - Did you evaluate each project at the end to determine pros and cons of doing it again?
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