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Strategy Exam

Can you pass this top level strategy exam? Answering these questions is a great place to start in understanding what your company strategy will be and outlining direction you will need to go. ekn links provides a complete management service that will help you answer these questions and we can help you prepare a detailed strategy report that will help to make your brand a success. Visit us at www.eknlinks.com. We can help.

Strategy Exam: How many of these strategy questions do you have answered?

1. Do you understand the market, the customer, the product potential?
2. Do you understand the USP and product characteristics that differentiate your product from those that succeed and from those that were failures?
3. Are your resources properly allocated?
4. Does your sales team know how to sell your product?
5. Are your sales targets realistic?
6. Have you set realistic expectations for channel distribution and price?
7. Are you getting enough feedback on your product?
8. Is your management team fully engaged?
9. Do you review and update your plan?
10. Do you have a quarterly review and annual goal?

Let **ekn links** help your team focus on these important deliverables so that you can go out and sell your product!