

# Success Bridge



To assist you in setting up your advertising to win, rate the following items on a 1-10 scale. 1 being very weak, 5 average and 10 as solid as it get.

**Telephone**\_\_\_\_\_

**Location**\_\_\_\_\_

**Signage**\_\_\_\_\_

**Name Recognition**\_\_\_\_\_

**Sales & Mkt. Pieces**\_\_\_\_\_

**Salespeople**\_\_\_\_\_

**Company Vision**\_\_\_\_\_

**Support Employees**\_\_\_\_\_

**Business Name**\_\_\_\_\_

**Store Visibility**\_\_\_\_\_

**Inventory**\_\_\_\_\_

**Price/Quality Ratio**\_\_\_\_\_

**Ease of Entry**\_\_\_\_\_

**Parking**\_\_\_\_\_

**Advertising**\_\_\_\_\_

**Business Image**\_\_\_\_\_

**Location Image**\_\_\_\_\_

**Store Hours**\_\_\_\_\_

**First Physical Impression**\_\_\_\_\_