



PERFORMANCE REVIEW

MARKETING

TEMPLATE





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CREWMOJO

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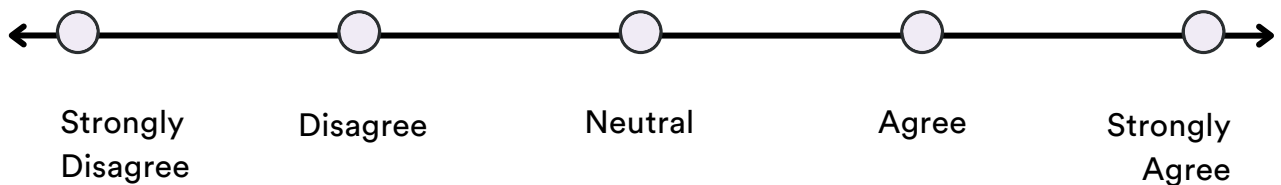
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MARKETER REVIEW

Welcome to the Marketer review. The questions below represent the key behaviours and skills we believe create a successful marketer.

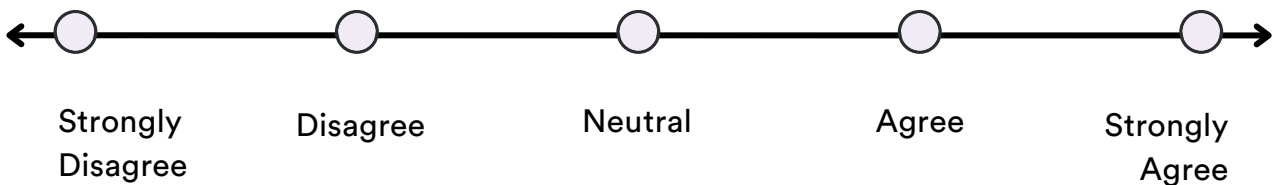
This person recognises it's more about people and customers than the product being marketed

- They communicate a relevant story, one that resonates with their target audience.
- They avoid using 'megaphone' to shout largely about themselves and their product.



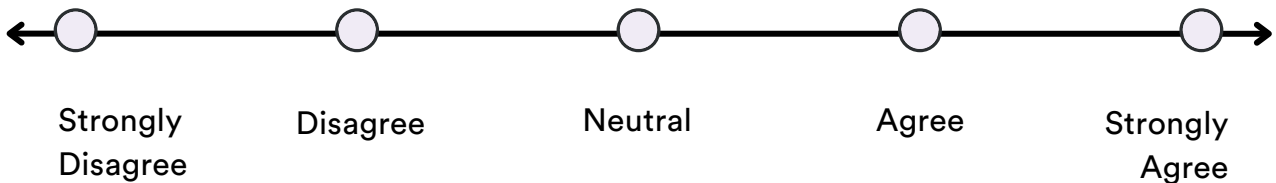
This person is focused on understanding and solving customer pains

- They take the time to focus on reaching the right customers.
- They are aware that what they're selling may not be for everyone.
- They don't focus on features and checklists or blindly selling to everyone.



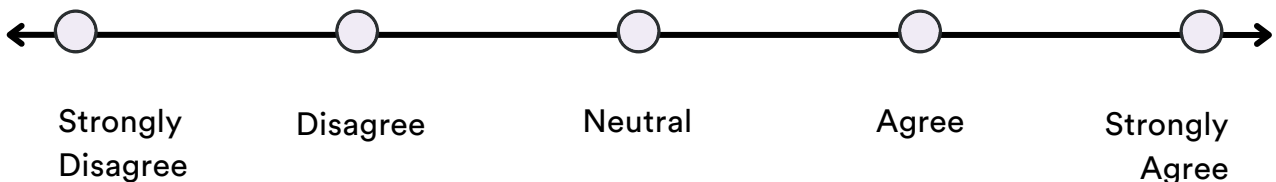
This person uses data to inform rather than make decisions

- They understand the full sales cycle and value a small number of highly qualified leads over a large number of low-quality leads.
- They understand the importance of data but don't let data make all of the decisions for them.



This person understands they're a part of larger team

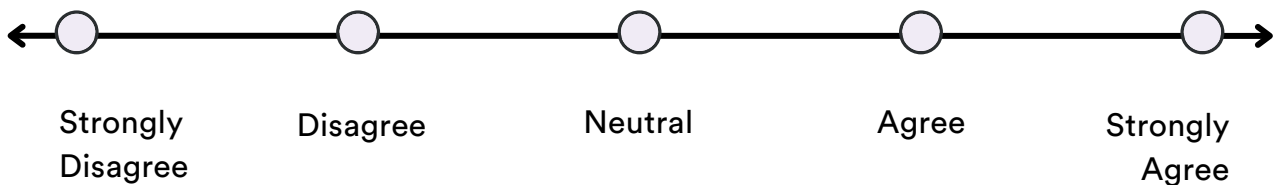
- They communicate and coordinate carefully within the organisation.
- They recognize that what they say and how they say it affects the whole team.
- They collaborate and build alignment.
- They don't work in a vacuum.



MARKETER REVIEW

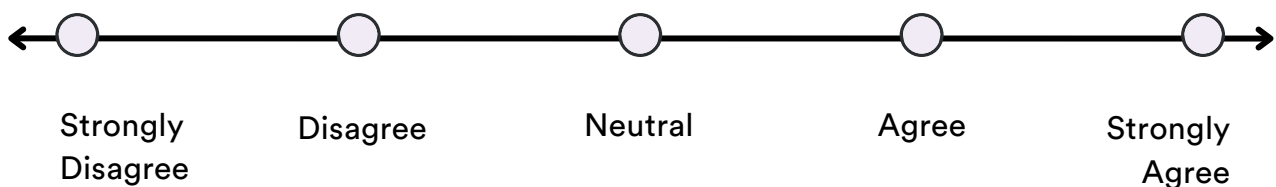
This person is aware of the competition and alternatives, but they remember that it's still ultimately about the people using the product.

- They avoid focusing on the competition to the detriment of the people using the product.
- They recognise that sales against the competition is not a zero-sum game.



This person takes the time to craft the right words that help customers understand and make decisions.

- They communicate with simple language to create a clear message for potential customers.
- They avoid the use of buzzwords and jargon.





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