

# MARKETING mastery

## Your Success Workbook Module 4

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# Decision Making Process Worksheet

Example: Child Care Provider, Niche Market: Loving, Caring Environment

My Prospects' Hot Buttons ('I want...')	How Does My Business Currently Solve This? ('We do...')	What COULD I Do To Provide An Outstanding Solution? (We could...)
I want to know my child is safe and that staff are paying attention to him/her	We provide a monthly incident report for each child	We have a webcam system so you can log in from your desk and see your child at any time
I want to know my child is looked after by staff who are qualified and competent	We do thorough background checks and get references on staff	We perform annual checks and random drug screenings every quarter
I want to make sure my child is getting healthy food to eat	We provide fresh, wholewheat sandwiches and vegetable sticks	We provide a hot, balanced, home-cooked lunch daily

# Decision Making Process Worksheet

YOUR BUSINESS

<b>My Prospects' Hot Buttons (‘I want...’)</b>	<b>How Does My Business Currently Solve This? (‘We do...’)</b>	<b>What COULD I Do To Provide An Outstanding Solution? (We could...)</b>