



G² Marketing Resources LLC



Building Constructive Relationships

SUBCONTRACTOR MARKETING QUESTIONNAIRE

“Marketing Fundamentals: Working smarter, not harder”

1. What services does your firm provide?

2. How many employees do you have?

3. Where are you located?

4. Where do you do most of your work?

5. Do you intend to expand? If so, how?

6. How do you communicate with your clients now?

7. Have you taken other marketing classes or seminars?

8. Who currently conducts your marketing activities?

9. What concerns you the most about getting new business?

10. Check the topics in which you are most interested:

 - Market planning
 - Differentiating yourself from your competitors
 - Competitive Intelligence
 - Networking
 - Database management
 - Proposals
 - Brochures
 - E-marketing
 - Public Relations
 - Other _____

Please email or fax completed questionnaires by Friday, October 17th to 800.930.0207 or email support@vaseconstruction.com

- Thank you in advance for your feedback!

SUBCONTRACTOR MARKETING QUESTIONNAIRE

VASE Construction and G² Marketing Resources LLC to Offer Seminar on marketing strategies to help you build your business-- "Marketing Fundamentals: Working smarter, not harder"

Geryl A. Rose, APR, principal, G² Marketing Resources LLC and a veteran marketer who has spent the past 15 years in the A/E/C industry has partnered with VASE Management Construction (VASEconstruction.com), to develop a seminar for subcontractors -- **Marketing Fundamentals: Working smarter, not harder.**

"This seminar, which will be presented throughout Connecticut several times in Nov. and Dec., will provide small businesses with the fundamental information and techniques they need to enhance their business development activities," Geryl explained. "We want to help equip you to proactively and confidently compete for business."

For this seminar to be most effective, we need to know something about you and the types of marketing information and support you require so we've created a brief survey. We are interested in your most honest feedback. All of your responses will be kept confidential.

Should you have any questions regarding this research, please contact Geryl Rose at gerylrose@sbcglobal.net or Vincencia Adusei at vee@vasemagement.com .

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Thank you in advance for your feedback!