

Don't make it easy for your next customer to choose someone else.

Nine checks to help buyers choose you - and keep moving.

Your marketing gets them interested. The next steps still have to earn their business. Find one weak spot and choose one useful next action.

General checklist, not a personalized short report. If Thomas offered you a report by email, request it by replying to his original message.

Pick the section closest to your situation. Check one example. Mark only what you can support. Skip any check that does not apply.

Clear = checked and fits. Needs attention = a specific gap. Unknown = not checked or uncertain.

These marks describe the example checked, not your whole business. Don't add them into a score.

1. Can buyers see why you fit?		Clear	Needs attention	Unknown
01	Can a buyer tell what you offer and whether it fits their needs?	☐	☐	☐
02	Does AI describe your actual offer for a relevant buying question? Save the question, tool, date, answer and sources. An unfavorable comparison may still be accurate.	☐	☐	☐
03	Can a buyer find and use the next step without guessing?	☐	☐	☐
2. Can inquiries keep moving?		Clear	Needs attention	Unknown
04	Can everyone handling the inquiry find the same current details?	☐	☐	☐
05	At each handoff, has a named person accepted the next step?	☐	☐	☐
06	If a key detail is missing, is it clear who resolves it and replies?	☐	☐	☐
3. Do replies help customers decide?		Clear	Needs attention	Unknown
07	Does the reply answer what the customer actually asked?	☐	☐	☐
08	Are scope, price, availability, timing and promises confirmed?	☐	☐	☐
09	Did someone check the facts and next step before sending?	☐	☐	☐

Turn one observation into one useful next move.

You don't need to complete all nine checks. Start with one visible gap - or one unknown worth resolving.

Fictional example - not a client result

A buyer asks a local service business for a quote. Sales forwards the inquiry to operations. Each assumes the other will reply.

Observed: Check 05 needs attention: no one has accepted the next step.

One change: Sales stays responsible until operations explicitly accepts the inquiry.

Check it: Run a fictional inquiry through that handoff. Confirm who accepts it and who replies.

This identifies a handoff worth fixing. It does not establish that a sale was lost.

Your one next move

Check number / section

What I observed - or still need to check

One change to test

Who is responsible?

How will we check whether it helped?

AI check: an unfavorable comparison is not automatically wrong. Answers vary by question, tool and time; one answer is not a market-wide visibility score.

Use public information or a fictional example. Leave out passwords, customer records and confidential details.

Found a weak spot? Show Tom where the customer gets stuck.

Send a public page or a fictional example, what you noticed and what you want to improve. You don't need to finish the checklist before getting in touch.

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