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### MarketIntellibits™

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#### *What's your market intelligence quotient?*

By Jack Miller

In one of his first missions, even before the inauguration, Vice President-elect Joe Biden went to Afghanistan. He spoke with soldiers at all levels, colonels, lieutenants, ordinary troops, and asked, "What are we trying to do here?"<sup>1</sup> Everyone had a different answer. Nation building. Trying to get al Qaeda. More commonly, "I don't know."

The same problem often occurs in business. There is a reason why customers buy from you. It's all about branding. What is your brand promise? What is your value proposition? And does the whole team know it, live it, breathe it, sell it?

See MarketIntellibits, April, 2005: ["Are Your Stars Aligned?"](#)

Understanding this is the very essence of market intelligence.

Here's a simple quiz to determine your market intelligence quotient, also known as marketing IQ or MIQ™.

1. Do you sell on price, or do you know what you have to deliver so that you can differentiate on something other than price?
2. Does your whole organization understand this?
3. Is your whole organization aligned to communicate and deliver these values?
4. Do you know who your best customers are?
5. Do you have a clear definition of "best customers"?
6. Do you know why your best customers buy from you rather than your competitors?
7. Do you benchmark customer satisfaction?
8. Do you benchmark other aspects of marketing?
9. Do you segment your customers, not by size or geography, but rather by what is important to them?
10. Do you understand what "quality" means to your customers?
11. Do you understand what "service" means to your customers?
12. As the old saying goes, if the railroads believed they were in the transportation business rather than the railroad business, we'd all be flying Union Pacific and Santa Fe instead of United and Delta. Do you know what business you're in?
13. Do you know why you lose orders? I mean do you really know, or do you just believe what your sales people tell you?

14. Do you know what your customers' customers are thinking? Really? Have you asked them?
15. Do you know what your greatest strength is? Does the whole organization agree?
16. Do you know what your greatest weakness is? Does the whole organization agree?

Give yourself 10 points for every "yes" answer. If your MIQ is 140 or higher, congratulations: IQ of 140 is generally regarded as "genius." 110 or higher is above average, while less than 100 . . .

. . . we won't get into labels here, but if you scored below 100, you may need help. See Marketing Alignment Profile at <http://www.mktintell.com/MAP.html>. Or, simply email [jack.miller@market-intell.com](mailto:jack.miller@market-intell.com) or call 203 925 0326.

**Footnotes:**

1. Bob Woodward, *Obama's Wars*, Simon and Shuster, 2010

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