

For Business Consultants

Assessments allow you to focus on areas that will most benefit your client

Assessments For Business Consultants

Whether you're helping an organization solve problems or improve efficiency, assessments can be a key part of your consulting practice from lead generation through wrap-up.

Assessments can help provide key insights into many different areas of an organization:

- Management strategy
- Process re-engineering
- IT systems
- Employee satisfaction
- Marketing strategy
- Social media planning

Boost your effectiveness by using an assessment to identify a client's strengths, weaknesses, and needs upfront, allowing you to focus your efforts on areas that will bring the greatest benefit to your client.

Offer assessments before and after a consulting engagement to measure and report progress. Segment and aggregate responses from employees, management, and different groups within an organization.

Assessments are also a great way to leverage the power of [engagement marketing](#) for lead generation.



Here are some examples of assessments our clients have created:

[Have You Maximized Your Marketing ROI?](#)
[Is Your Organization Healthy?](#)
[Does Your Dealership Measure Up?](#)
[What Are Your Databilities?](#)

"I really like the way it works because it scores the assessment for us and we're able to see where people land."

– Stacey Gordon, Founder of [Rework Work](#)

Assessment Generator is a way for me to have a lead generation strategy ... that allows me to showcase my expertise and generate interest with potential clients.

– Dave Zwicker, Founder of [Virtual CMO](#)