

# **Gel Factor Information Form**

**By Don Debelak**

This form is copyrighted by Don Debelak of [dondobelak.com](http://dondobelak.com). One copy is provided no charge for companies wishing to utilize one the GEL Factor Analysis services offered by Don Debelak or [dondobelak.com](http://dondobelak.com).

If you desire to use this form for other purposes, you may due so but you must fill out the form on next page and send \$5.00 for every copy used to:

Don Debelak  
[dondobelak.com](http://dondobelak.com)  
PO Box 120861  
New Brighton, MN 55112

DSD Marketing  
P.O. Box 120861  
New Brighton, MN 55112

## Copyright Payment Form

For GEL Factor Information Form

Copyrighted by Don Debelak

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

I am paying for permission to print \_\_\_\_\_ copies of the GEL Factor

Information Form and am enclosing \$5.00 each, or a total of \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Return to Don Debelak, DSD Marketing, P.O. Box 120861, New Brighton,  
MN 55112

---

GEL Factor Information Form

---

**Note:** Many questions will not apply to your business. Just put a NA (Non Applicable) in those spots. If you are not sure of the answer and are purchasing a GEL Factor Analysis Service those issues will be clarified in the phone or in person interview.

**Inquirer Information**

Your Name: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Cell Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Status**

Check those that apply to your business. \_\_\_\_\_ Start-up company idea

\_\_\_\_\_ In business less than one year \_\_\_\_\_ In business one to five years

\_\_\_\_\_ In business over five years

**Company Information**

Annual sales: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Company Description: \_\_\_\_\_

---

---

---

Explain any key issues: \_\_\_\_\_

---

---

---

**Customer Characteristics**

Who are your customers? \_\_\_\_\_

---

How do you locate your customers? \_\_\_\_\_

---

---

---

How do your customers locate you? \_\_\_\_\_

---

---

---

How would categorize you customers spending patterns as it relates to your product or business?

\_\_\_\_\_ Very careful how they spend your money.

\_\_\_\_\_ Will spend if they need the product and feel it is a good value

\_\_\_\_\_ Spend freely on your type of product.

Explain why you feel people are your customers \_\_\_\_\_

---

**Customer Value to You**

What is you average dollar sale? \_\_\_\_\_

What is the price range of your top ten highest value sales? \_\_\_\_\_

What percentage of your volume comes from the top ten highest value sales? \_\_\_\_\_

What is the price range of your lowest ten value sales? \_\_\_\_\_

What percentage of your volume comes from low value sales? \_\_\_\_\_

What percentage of your business comes from repeat sales? \_\_\_\_\_

Do repeat customers buy? \_\_\_\_\_ with little sales effort \_\_\_\_\_ medium sales effort  
\_\_\_\_\_ almost as much sales effort as a new customer

What percentage of your customers buy more than five times from you? \_\_\_\_\_

What percentage of your customers stop buying from you each year? \_\_\_\_\_

Describe the reasons that customers stop buying from you? \_\_\_\_\_

---

What percentage of your customers did you take from a competitor each year? \_\_\_\_\_

Describe the reasons your customers leave you to go to a competitor? \_\_\_\_\_  
\_\_\_\_\_

Does your product require training of customers after the sale? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes describe the level of training \_\_\_\_\_  
\_\_\_\_\_

Does your product require service support after the sale? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes describe the service required. \_\_\_\_\_  
\_\_\_\_\_

Who provides the support required? \_\_\_\_\_ Your company \_\_\_\_\_ distributors  
\_\_\_\_\_ representatives

Do customers pay for the required support? \_\_\_\_\_ Yes \_\_\_\_\_ No

What percentage of the total value of the sale is the cost of support \_\_\_\_\_

What percentage of your staff is devoted to support \_\_\_\_\_

**Value You Bring to Your Customers**

Explain how important your product or service is to the customer? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What priority is the purchase of your product to the customer? \_\_\_\_\_ top 10%  
\_\_\_\_\_ top 25% top 50%

If your customer doesn't buy your type of product or service, what do they do instead?

\_\_\_\_ Nothing, delay the purchase \_\_\_\_ Take a substitute. If yes what action do they take?

---

---

Are customers aware of your type of product or service? \_\_\_\_ Yes \_\_\_\_ No

How much time do customers spend researching your type of product before buying?

\_\_\_\_ Not much time \_\_\_\_ 2-4 hours \_\_\_\_ more than a day

How long do customers think about buying before purchasing? \_\_\_\_ impulse purchase

\_\_\_\_ very little thought \_\_\_\_ less than a month \_\_\_\_ more than one month

Do your customers budget to make your purchase \_\_\_\_ yes \_\_\_\_ no.

### **Competitive Advantage**

List what you feel is your company's main competitive advantage \_\_\_\_\_

---

---

What percent of your customers would list your advantage as one of the top two reasons they buy your type of product or service? \_\_\_\_\_

List your major competitors and there major advantage.

Top Competitors	Competitive Advantage
-----------------	-----------------------

_____	_____
_____	_____
_____	_____
_____	_____

What competitive advantages from other companies in the market do you expect (or give you) the most trouble. \_\_\_\_\_

Why will this competitive advantage create problems for you? \_\_\_\_\_

**Price Value Relationship**

Place an X under the competitors (Comp) for each feature they have in their product or service. Include features such as appearance, expensive materials, better packaging that gives products more value

Feature	Value to Customer High, Medium Low	Comp 1	Comp 2	Comp 3	Comp 4	Comp 5	Comp 6
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

Value Relationship

Top Competitor	Price		Why you provides better value
	Competitor	Your Price	
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Customer Acquisition

List the different ways people can buy your product. Store, catalog, direct sales, through distributors, from representatives.

	Percent of Business
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Do customers primarily contact you to start?  Yes  No

Do you have to contact customers to start the sales process  Yes  No

How easy is it for your customer to locate or contact your company?

Easy  Somewhat difficult  Requires company to contact customer

List your competitors and how well their degree of customer brand recognition. Rank it high, medium or low. List yourself as one of the competitors, and list companies with highest brand recognition first.

Competitor	Brand Recognition
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

**Ongoing Sales Support**

Ongoing support is after the sale support. For instance follow up calls to explain how the product works, to answer questions about items like whether or not the lawn care pesticide is safe for pets, or how you can hook up a computer to a scanner. If you sell a service offering business plans, you might have six to eight follow up questions on what the plan means. You might even need to make adjustments to the plan.

Do your customers buy a result versus a product or service? For example buy a food processor for great meals, and they will complain if their meals aren't great requiring sales support?

\_\_\_ Yes \_\_\_ No

What percent of your customers are buying your type of product for the first time? \_\_\_\_\_

Is your product used across many different applications? Especially true for business to business, as an example a printer may be used by desktop, publishers, engineers and architects, three different applications.

\_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, what percentage of customers buy for applications your product is ideal for? \_\_\_\_\_

Do you sell customized products for a customer's specific application? \_\_\_ Yes \_\_\_ No.

If yes, what percentage of products you sell are customized? \_\_\_\_\_

Does your product or service need to interact, or correlate with other products or services?

\_\_\_ Yes \_\_\_ No

If yes, what percentage of the products you sell need to interact or correlate? \_\_\_\_\_

If yes, are you products “plug and play” or is some manipulation required.

\_\_\_ plug and play \_\_\_ some manipulation required

Describe to what extent your product line is idiot proof: \_\_\_\_\_

---

---

---

After your customer buys, what percentage of customers contact you with a question or request? \_\_\_ less than 10%. \_\_\_ 10 to 25% \_\_\_ 25 to 50% \_\_\_ over 50%.

What percent of follow up sales support calls are the following \_\_\_ require a personal visit \_\_\_ more than one hour \_\_\_ less than one hour \_\_\_ less than 10 minutes.

**Promotional Activities**

Give a Summary of your Promotional Activities, which includes advertising, seminars, trade show attendance, newsletters, web page, promotional handouts, direct mail pieces, Isotting allowances, event sponsorship, co-op advertising and other activities that promote your name and image:

---

---

---

---

---

How do your efforts compare to your competitors? \_\_\_\_\_ More \_\_\_\_\_ About the same  
\_\_\_\_\_ Less

What percentage of your sales budget is spent on promotion? \_\_\_\_\_

What percent of your new customers do generate from promotion? \_\_\_\_\_

What would happen to your sales levels if you cut back on promotion? Explain both for your distribution channel if you have one and for your final customer.

Distribution channel \_\_\_\_\_  
\_\_\_\_\_

Final Customer \_\_\_\_\_  
\_\_\_\_\_

Do you do any combined promotions with other firms or associations? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, explain: \_\_\_\_\_  
\_\_\_\_\_

### **Margins**

Margins are the costs of producing your product versus the price you can sell the product for.

The formula is  $(\text{price} - \text{cost to produce product}) / \text{price}$ . So if you sell a product for \$10.00, and it costs you \$4.00 to make the product, the margin is  $(\$10 - \$4) / \$10$  or 60%.

What is your company's overall margin? \_\_\_\_\_

What are the margins of your highest margin products? \_\_\_\_\_

What is the percentage of sales do those high margin products? \_\_\_\_\_

What are the margins of your lowest margin products? \_\_\_\_\_

What is the percentage of sales of those products? \_\_\_\_\_

How do your margins compare to others in your market? \_\_\_\_\_ Higher \_\_\_\_\_ The Same  
\_\_\_\_\_ Lower

Why are your margins different? \_\_\_\_\_  
\_\_\_\_\_

How have your margins been changing over the years? \_\_\_\_\_ Improving  
\_\_\_\_\_ The Same \_\_\_\_\_ Declining

Why have they been changing? \_\_\_\_\_  
\_\_\_\_\_

Do you have plans to increase margins \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, what are they? \_\_\_\_\_  
\_\_\_\_\_

**Cross Selling, Up Selling and References**

What percent of your new customers are references from current users? \_\_\_\_\_

Explain how you capitalize on references: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Explain the number of references you get versus your competitors: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How much of your sales volumes is the result of selling customers to more expensive models, selling them more options or additional products? \_\_\_\_\_

Do you have complementary product lines, which are two products that go to the same target customer for a similar benefit. Examples would be lawn mowers and weed trimmers, both sold to keep a lawn clean. Press releases, advertising and marketing positioning statements would all be complementary as they can all be sold to the same customer for different applications and each product enhances the other.

\_\_\_ Yes \_\_\_ No

If yes explain what your complementary lines are: \_\_\_\_\_

---

---

What percentage of your customers buy more than one type of product? \_\_\_\_\_

Do any of your major competitors have complementary products? \_\_\_ Yes \_\_\_ No

If yes explain what competitors have what type of complementary products

Competitor	Complementary Products
_____	_____
_____	_____
_____	_____

List any plans you might have to add products, options or additional services so that you can up sell your customers: \_\_\_\_\_

---

---

List any plans you may have to add complementary products to your product or service mix: \_\_\_\_\_

---

---

**Selling Cost Per Sale**

Describe the sales process to sell your product. Examples might be: customers buy it off a shelf and retailers carry it because we offer higher discounts; Customers require four to five sales calls from a sales representative; customers require a demonstration or a low cost project before buying.

---

---

---

---

What is your percentage costs for sales efforts compared to total sales? \_\_\_\_\_

What is the average number of sales calls required to make a sale? \_\_\_\_\_

What is the length of time between when the sales process starts and a sale is made? \_\_\_\_\_

What percentage of prospects you start in the sales process that end up buying from you or a competitor? \_\_\_\_\_

Do you have demonstration or consignment units? \_\_\_\_\_

Do you have seminars or in-plant training for prospects? \_\_\_\_\_ Yes \_\_\_\_\_ No

List any competitors that use a different sales process, with a short explanation of how there process is different.

Competitor: \_\_\_\_\_ Sales Process Used \_\_\_\_\_

---

Competitor: \_\_\_\_\_ Sales Process Used \_\_\_\_\_

---

Competitor: \_\_\_\_\_ Sales Process Used \_\_\_\_\_

---

**Costs of Entering the Business**

*For a New Business*

Is your business concept proven by another company(ies) \_\_\_ Yes \_\_\_ No

If yes, which ones? \_\_\_\_\_

What is your first three years expected sales times 50% \_\_\_\_\_

What is your expected first years profit based on your expected sales times 50% \_\_\_\_\_

What is your estimated cost of beginning the business \_\_\_\_\_

Note: Cost of entering should be less than 50% of first three year's profits.

Do you have any large sized companies as competitors in your field \_\_\_ Yes \_\_\_ No

If Yes, explain \_\_\_\_\_

Have you taken steps to cut start-up costs, outsourcing, contract manufacturing, partnerships or other cost saving steps.

\_\_\_ Yes \_\_\_ No

If yes, what steps have you taken: \_\_\_\_\_

\_\_\_\_\_

What additional steps could you take to cut start up costs: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*For Existing Businesses*

Check off the items that would make it difficult for a new company to start up as a competitor to your firm.

\_\_\_ technology

\_\_\_ technical personnel

\_\_\_ manufacturing capacity

\_\_\_ sales staff

\_\_\_ brand name recognition

\_\_\_ initial production runs

\_\_\_\_\_ distribution system

\_\_\_\_\_ promotional allowances

\_\_\_\_\_ service network

\_\_\_\_\_ key partnerships

What is the typical annual sales revenue of companies in your market? \_\_\_\_\_

Would the costs of entering a new market segment be prohibitive to competitors?

\_\_\_\_\_ Yes \_\_\_\_\_ No

Explain any factors about your business that you believe would make it difficult for a new competitor to enter the market. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Costs to Hold Market Share**

*For Marketing Costs*

Do customers see your product as considerably different than competition? \_\_\_\_\_ Yes \_\_\_\_\_ No

Is your product well branded in the market? \_\_\_\_\_ Yes \_\_\_\_\_ No

List your five top competitors and your self by how their brand recognition. Also list their brand recognition as high, medium or low

Competitor / Company	Brand Recognition
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

List the percentage of your marketing / promotion budget for each activity:

Advertising _____	Trade Shows _____
Events _____	Promotions _____
PR _____	Brochures _____
Internet _____	Direct Mail _____
Distribution _____	Retail _____
Discounts _____	Allowances _____

Explain any low cost marketing programs you have to build brand awareness or sell customers. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your total sales and marketing expenses as a % of your budget? \_\_\_\_\_

List the three major competitors, their estimated market share three years ago and their estimated market share

Competitor	Market Share 3 –years ago	Market Share Today
_____	_____	_____
_____	_____	_____
_____	_____	_____

Explain any significant market share shifts \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Staying on the Cutting Edge.**

What percentage of your sales (or the market sales) are products?

\_\_\_\_\_ introduced over five years ago      \_\_\_\_\_ introduced three to five years ago  
\_\_\_\_\_ introduced one to three years ago      \_\_\_\_\_ introduced in the last year.

To the best of your knowledge, list the percentages of your customers who have:  
Note, if you customers buy repeatedly, include here how long ago it has been since they

\_\_\_\_\_ last purchased over 10 years ago      \_\_\_\_\_ last purchased 5 to 10 years ago  
\_\_\_\_\_ last purchased 1 to 5 years ago      \_\_\_\_\_ last purchased within one year

If you customers buy repeatedly, and they are brand loyal, list the percentages by how long it has been since they switched there preferred brand or supplier.

\_\_\_\_\_ over five years      \_\_\_\_\_ three to five years  
\_\_\_\_\_ one to three years      \_\_\_\_\_ less than one year

If they customers buy repeatedly, list the percentage of customers by the number of brands they buy frequently

\_\_\_\_\_ over four      \_\_\_\_\_ three      \_\_\_\_\_ two      \_\_\_\_\_ one      \_\_\_\_\_

Check the factors that make it difficult for you to introduce a new product

\_\_\_\_\_ technology      \_\_\_\_\_ tooling and production start up costs  
\_\_\_\_\_ marketing introduction costs      \_\_\_\_\_ having the right product to introduce  
\_\_\_\_\_ financial capabilities

How often do you feel you need to introduce something new into the market? \_\_\_\_\_

GEL Factor Information Form

Why do you feel that introduction cycle is important, or if you don't need new products why do you feel it is not important? \_\_\_\_\_

---

---

How status conscious are your potential customers?

\_\_\_\_\_ Very \_\_\_\_\_ Somewhat \_\_\_\_\_ Not at all

Does the customer's view of their status play an important role in their buying decision?

\_\_\_\_\_ Yes \_\_\_\_\_ No If Yes, please explain \_\_\_\_\_

---

Does your product or service significantly increase productivity or reduce cost?

\_\_\_\_\_ Yes \_\_\_\_\_ No. If Yes, please explain \_\_\_\_\_

---

How often are significant new products (from any competitor) introduced in your market?

\_\_\_\_\_ Every year \_\_\_\_\_ Every two to three years \_\_\_\_\_ Every three to five years

\_\_\_\_\_ Over five years between major introductions

Does your type of product or service from all competitors have well known deficiencies that people are trying to address with new products? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please explain \_\_\_\_\_

---