

Quiz

Rank Your Inside Reality And Outside Perception Alignment.

Outside Perception

Are you closer to one or to five?

1 = You have more business than you can handle, prospects and customers see your benefits so clearly that your company is the obvious choice to do business with at any price.

1 2 3 4 5

5 = Prospective customers can't distinguish your value from your competitors, they aren't aware of the specific advantages you offer, they don't even know you exist as an option.

Inside Reality

Are you closer to one or to five?

1 = You're one of the leaders in your industry; benchmarked as one of the best. Your profitability is excellent.

1 2 3 4 5

5 = Costs are out of control, profits are in the tank, you're not even close to earning what you should based on today's sales volumes.

If you answered 3 or higher on one or both of the continuum questions, you are not alone. Most companies struggle with achieving and aligning a great Inside Reality and excellent Outside Perception.

If you answered 3 or higher on the Outside Perception, click [MetaOps Marketing](#) button at bottom of the home page to learn how to align your Outside Perception.

If you answered 3 or higher on the Inside Reality, click [Operational Excellence](#) at the bottom of the home page to learn how to improve your Inside Reality.