_____ Prospect Audit Sheet

Fill out this form to understand the prospect's pain points and areas for opportunity.

A key to your success will be how prepared you are going into the appointment.

<u>Check Google Reviews</u>

What is their Review Score? _____ **Number of Reviews?** _____

How Recent are the Reviews? (Click "newest). _____

Is the owner responding to all reviews, how often? _____

If not, **when did the responses stop?** _____

<u>Check the Website</u>

Who Built/Hosts the Website? *(See bottom of page).* _____

Do they have an SSL (Security Certificate)? _____

To determine, click the search bar, then click the left arrow button on your keyboard.

    Secure*: https://www.alpsdiner.com |* ***Not Secure*** *(below): http://www.alpsdiner.com*

Do they have Online Ordering (OLO)? _____

    Who's Hosting It? (See bottom of their OLO page). _____

    Is it integrated with the POS system? Is it ChowNow or Toast? If it is, don't sell our

    online ordering. They already have a good solution. _____

Do they use a Reservation Platform? (Businesses who use OpenTable are not scared to

spend money). _____

Is the site Mobile-Friendly? (Check the site on your phone). _____

    Check menu page on your phone, **is it easy to read?** _____

    Is the menu a PDF? If so this is a huge problem. _____

Are there Professional Photos on the Site? _____

    Are they stock? _____ *Are they outdated?* _____ *Do they have a gallery_____?*

Is the Site Slow? _____

<u>Social Media</u>

How many Facebook followers? _____ **How many Instagram followers?** _____

How often do they post on each? Facebook: _____ Instagram: _____

When was the last time they posted? Facebook: _____ Instagram: _____

What is the quality of their posts (low, medium, or high)? _____