

# HIRING A COMPANY NAMING AGENCY OR COMPANY NAMES CONSULTANT WITH THE BENEFIT OF HINDSIGHT:

## A 12-POINT PERFORMANCE SCORECARD for CMO's, Marketing Directors, Small Business Owners & Startups



### THE RIGHT COMPANY NAMING AGENCY OR CONSULTANT FOR YOU

When you hire a company naming agency or business names consultant, it pays to think through how you'll evaluate the finished work. By time-traveling, as it were, and projecting yourself into the future, you can reverse-engineer your selection process. If you assume the company naming project you are now sitting on is done, asking yourself why you are satisfied, disappointed or over-the-moon ecstatic helps you tailor your management approach from the get-go. While this checklist is by no means exhaustive, it should help you identify where many business naming projects go astray.

		YEP! 😊	NOT SO MUCH 😞
PROCESS	1: Did your company naming agency or company names consultant begin the process by sharing (non-confidential) creative naming examples, by demystifying the creative process and describing a proven methodology to ensure success?	<input type="checkbox"/>	<input type="checkbox"/>
	2: Did your company naming agency or business name consultant seek to first understand your world, listening attentively to your specific objectives and style preferences and then autonomously immersing into a study of the industry, your targets, the competitive landscape and the existing company, brand or culture?	<input type="checkbox"/>	<input type="checkbox"/>
	3: Did your brand naming agency or company names consultant keep you abreast of progress, seeking new insight into the market opportunity?	<input type="checkbox"/>	<input type="checkbox"/>
	4: Did your naming expert breathe new life into your unique value proposition by presenting an abundance of creative options which were original yet still "true to brief?" If several winning name alternatives weren't identified, did the process allow for a second round of refinement and re-presentation?	<input type="checkbox"/>	<input type="checkbox"/>
PEOPLE	5: Did your company naming agency possess the performance drive and requisite skills in: strategic positioning, client creative briefing, name generation, brand differentiation, project management, presentation and persuasive selling?	<input type="checkbox"/>	<input type="checkbox"/>
	6: Did the person responsible for your new company name, product name or service name demonstrate honesty, integrity and leadership when advising you on the resources required to achieve your primary and secondary objectives?	<input type="checkbox"/>	<input type="checkbox"/>
	7: Did your company naming pro demonstrate high standards of service, working to ensure final options captured as much uniqueness, resonance and relevance as possible by exploring dozens of naming conventions and hundreds of business name options.	<input type="checkbox"/>	<input type="checkbox"/>
	8: Did your company naming professional exhibit a business-mindfulness and a diplomatic ability to achieve consensus?	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCT	9: Did the resultant name and/or naming architecture introduce a distinctly evocative and memorable identity to the marketplace by beginning to tell your authentic story?	<input type="checkbox"/>	<input type="checkbox"/>
	10: Did the final business name ultimately display a thoroughness of both company discovery and creative exploration? Did it help you center your company's marketing efforts and garner you the attention you deserve?	<input type="checkbox"/>	<input type="checkbox"/>
	11: Did the new business, service or product name pack the appropriate amount of wallop for your organization?	<input type="checkbox"/>	<input type="checkbox"/>
	12: Did the resultant new company name or names prove effective at connecting you with your targets? Was new internal benchmark set for how the organization should approach its creative projects in the future?	<input type="checkbox"/>	<input type="checkbox"/>