

# Market research survey(s) – tips

* Remember it’s your first impression upon your potential target market; be prepared, act and dress appropriately
* TEST it for flow, ease of use etc. on friends, mentors, family – tweak as you go you’ll never get it perfect right away, even big companies test a volume of surveys then re assess, see what works, what doesn’t, tweak and then go out full force to conduct their surveys
* Drop off at places where a high volume of people either work or play i.e the gym, banks, credit unions, grocery stores, Government offices, hospital, businesses with a lot of employees, offices and arrange to pick up in a few days. Leave an envelope for them to collect them in
* Offer incentives to complete survey – basket of muffins, or candies tied with a ribbon and your contact info, sample of your product
* If trying to get people to stop and talk to you, try a gimmick – costume, balloons, draw, SMILE lots!
* If not comfortable conducting, hire/trade someone
* Find an “in” - someone who works or knows someone who works where you want to drop them off. Gift for that person
* If conducting survey in person, CALL to set appointment. Thank you cards are nice
* Attend Rotary, Chamber, business association meeting
* If you have product, SAMPLE it with the survey
* Post your survey as an event on FB and invite your friends
* surveymonkey.com
  + send link out, post to FB
* You may learn things later in the process that cause you to need to go back to people you talked to earlier, so find a way to leave the door open “May I contact you again if I have further questions?”
* Start surveying with your lowest risk people – i.e. ones you’d be less concerned with if you flub it up
* Don’t get discouraged
* Don’t take it personally when people avoid eye contact
* If you’re trying to get a hold of someone to arrange a meeting and they don’t get back to you – remember, you want them, they don’t need something from you, so it’s on you to be persistent and continue trying to get a hold of them. If you can’t be persistent at this point, you’re going to have trouble when it comes time to selling your goods. 6 most important words in sales – follow up, follow up, follow up!

How many surveys do I need? How many people do I have to talk to?

More than one, less than 10,000 **☺**

……**Impossible to answer**

* If your target market is only 20 people in the world and you talk to 15 of them, that’s pretty good
* If you need to sell 1,500 of your products a year and you’ve only talked to 18 of your target customers, that’s not enough
* You want enough of a sampling so that you have solid information
* When you start hearing the same thing over and over, nope, don’t quit, talk to just a few more people, remember you need to back up your hypotheses