

# 10 Practice Tips

## Series: 10 Practice Tips

The goal of the *10 Practice Tips* is to fill a gap – namely the experience-knowledge gap that exists between theoretical textbooks that contain very general methodologies and the practices that are actually followed in daily working life.

Technical articles provide a starting point with specific methods or case studies, but are often targeted to experienced professionals. A compact collection of relevant practical tips should be of great value to those entering a new field as they look for guidance and orientation. In a simple format – 10 Practice Tips – experienced market research professionals share their knowledge and experience. No complicated Operations Manuals are provided because that would be far too complex for each task. Offered are simply tips and suggestions from the field.

### B2B Surveys

#### 1. Have courage to remain with a small number of cases

B2B market research almost always requires one to make do with a comparatively small number of cases. Here it is important to strike the balance between reliability of findings and over sampling.

#### 2. It is mandatory that the subject matter be relevant to the respondents!

A high response rate can only be expected if the topics of the discussion starter and main portion of the survey are relevant to targeted respondents.

#### 3. Only conduct really important surveys!

The B2B market researcher regularly faces the dilemma of too many interesting topics with possibilities for doing surveys and only a small number of target companies available for interviews at their disposal. Only

the elimination of less important issues can help to solve this problem.

#### 4. Identify the buying center

Often there is not one single decision maker at the customer's business, rather several involved parties. Consider carefully who is the right person to interview.

#### 5. Keep the questionnaire short and sweet

When you place value on a high response rate with good qualitative answers, you want to keep the questionnaire compact.

#### 6. The first choice for information gathering is online data collection

For a professional and modern appearance that is still economical, the possibility of an online survey should be considered first.

#### 7. Interpret the response rate as an indicator of interest in the topic

The response rate for B2B is a much stronger indicator of interest in a particular topic than with consumer surveys.

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#### 8. Encourage respondents to give assumptions and estimates

Respondents at a place of work usually feel uncomfortable when questions are hard for them to answer. In situations where a precise answer is hard to obtain, request respondents to provide assumptions and estimates.

#### 9. Pay attention to the communication aspects in B2B surveys

In addition to a knowledge component, surveys in B2B environments have a communication component. B2B studies must therefore be carried out professionally regarding both aspects.

#### 10. Give feedback on the results

Anyone who makes the effort to provide you with valuable information for corporate and product development is deserving of feedback. ▲

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