

Focus Group/Private Market Research Survey Checklist

For both your focus groups and private market research conversations to be successful, you'll want to have a survey where you can simultaneously collect data AND plant seeds.

None of this is anonymous since you'll be in the focus group with the participants and will be conducting the private market research conversation with a person.

Make sure you have participants give you the following information on their survey:

- Name (First and Last)
- Cell phone number
- Email address

You should definitely ask questions about the following topics on your survey:

- Familiarity with company/product line
- Familiarity with hostess reward program (if your company does offer them)
- Familiarity with the business opportunity perks and benefits
- Familiarity with how well they know YOU

You might ask some of the following:

- If they've said no to purchasing before, what reason did they have in mind to say no
- What might help them turn a no into a maybe or even a yes
- Have they purchased similar products from other direct sales/network marketing companies
- Would they consider a conversation about the business opportunity
- Have they ever participated in a direct sales business before