

Guardian U

New FR Market Opinion Survey

Use these survey questions to contact members of your Natural Market to learn about business opportunities with people in their profession or industry. The interviews may be done in person or over the phone. Share results of the interviews with your Agency Leader to help identify potential target markets.

Name: _____

Title: _____

Company Name: _____

Type of Business: _____

Address: _____

Telephone: _____

E-mail: _____

1. Tell me a little about your experience in this profession.

- How long have you been in the industry?
- What's your role? Business owner or employee?
- What changes have you seen in this industry over the years?
- What are the key things you've done to survive and be successful in your business?

2. How do you rate the current business environment in your industry?

- Is there growth in this sector? In what niches?
- What are the strengths of the industry?
- What are the weaknesses of the industry?
- Who are your major competitors?

3. What are the top challenges facing your industry today?

- Financial
- Human resources
- Competition
- Other



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4. **How do these industry challenges affect your business or profession?**
5. **In our local marketplace, who do you consider to be the most influential people in your industry?**
6. **Where do you go for industry business information?**
 - Which publications?
 - Which web sites?
 - Which associations?
7. **Who do you rely on for financial information?**
 - For your business
 - Personally
8. **Personally, what are your most pressing financial concerns? (e.g., retirement security, elder care, funding college, etc.)**
9. **Who are the key advisors in your industry, and do any of them specialize in your industry?**
 - Accountants
 - Attorneys
 - Bankers
 - Other (computer consultants, HR, etc.)
 - Are you happy with their advice/service?
10. **Of what organizations are you an active member?**
 - Do you attend their meetings?
 - Are they valuable to you?
 - Which key events or activities of your organization(s) do you believe are valuable to participate in?
11. **Who else in your business do you think I should interview to gain additional insight into the areas we discussed today?**
 - Would you be able to give me an introduction?