

Center of Influence Interview

Why it's important:

Centers of influence are an important resource in researching our chosen vertical market. The time we spend in a face-to-face interview will bring positive results for us many times over. Use the questions here as suggestions and a starting point, but be creative with questions related to your specific vertical market!

The tool allows you to obtain important information about your vertical market.

How to use:

Only use face-to-face! Do not fax, mail or e-mail. Be open to other topics that the center of influence wishes to discuss but also be respectful of the agreed upon time frame for the interview. Always follow up promptly with a hand-written thank you note and provide answers to any requests that may have come up in the meeting.

Importantly, collect results from all surveys and prepare an analysis with the purpose that you will integrate your findings into the strategies and tactics of your formal relationship and experiential marketing plan.

With whom to use:

Centers of influence in your best vertical markets.

[Centers of Influence Interview Guide script audio available here.](#)

Enterprise and Lifestyle Vertical Markets

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1. I have done quite a bit of research on your organization, but would like to learn more. Please tell me about its objectives, its history, recent activities, and your current role in the association.
2. How many members does your association have locally?
3. How often do you meet? When do you meet? (e.g. first Monday of each month)
4. Where do you meet? Is it always in the same location or do you rotate meeting places?
5. What attracts a potential member to your association? How do they find out about it? What qualifies someone to be a member? How do they join?
6. What newsletter or trade magazines do you and your peers read?
7. What other ways do you communicate with one another?
8. What do most of the association members have in common?
(Besides the obvious – profession, membership, etc.)
9. What do people in your association value the most? What do they value least?
 - Family?
 - Career?
 - Savings?
10. What are the greatest financial concerns of your members?

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11. What would be the best way to approach members in the association?
What would be the least effective way to approach members?
12. How can I join the association? Do you have vendor or associate memberships?
13. How can I get involved and serve in the association/organization?
14. How else can I best build relationships and be accepted as a resource with your peers?
15. Who is considered the most influential member in your association? How can I reach and meet that person?
16. I would like you to serve as one of my advisors for this association, at no exposure or cost to you. Simply meet me once every other month. Let me buy lunch and advise me how to best serve your membership. How do you feel about that?
17. Who else would be good for me to have as an advisor?
18. I'm sure I can let people know that I have advisors like you. However, I will only use your name to open doors, not as any kind of endorsement. OK?

NOTE: Revise these questions to fit your market.