Question 1:

My client is looking to learn more about the company Dog House from the perspective of experts who are:  
Formers of Dog House   
Customers of Dog House   
Partners of Dog House   
Competitors of Dog House  
  
Is this topic a fit?

Yes

No

Skip: If No, Skip to Referral

Result: If No, Mark as Not A Fit

Question 2:

Which of the following options best describes your connection to the topic?

Former of Dog House

Customer of Dog House

Partner of Dog House

Competitor of Dog House

Skip: If No, Skip to Referral

Result: If angle, mark as angle. If No, Mark as Not A Fit

Question 3:

There are a couple additional questions, but before you proceed, we want to ensure that you will be allowed to consult prior to you completing the rest of the questionnaire.  
  
 For this project on the topics listed in the previous question, my client requires a letter of consent from any expert who is not C-Level (CEO/COO/CFO/CMO/CIO/etc. - Reporting directly to CEO) at all of their current companies. If obtained, this letter can remain on your profile for other similar requirements in future projects!  
  
The next questions are regarding these rules, and will help assess if an LOC is required.

Question 4:

Are you the highest-ranking employee (CEO/COO/CFO/CMO/CIO/etc. - Reporting directly to CEO) at your organization(s)?

Yes, I hold a C-Level Title (CEO/COO/CFO/CMO/etc.)  
Yes, I am Majority Owner  
 Yes, I am Self-Employed  
Yes, I am Retired  
Yes, I am Unemployed  
No, I do not hold one of these positions

DisplayLogic: Display Caviat question if LOC is No

Question 5:

Would you be willing to obtain a signature from your CEO\COO\CFO, Head of Legal, or Head of HR?  
  
 If yes, I will email you with the details for the LOC (what you need to have signed and an easy template).

Yes, I will obtain a letter.  
No, I will not obtain a letter.

Question 6:

Are you still working in the same industry as the subject of this project, or are you a current customer or partner of this company?

Yes, same industry  
Yes, current customer  
Yes, current partner  
No, not in the same industry and not a customer or partner

Skip: If Yes, Skip to Referral  
Result: If Yes, Mark as Not A Fit

Question 7:

Please describe your ability to discuss Dog House. Please include information about:   
  
Relevant responsibilities you held.   
  
Exposure to the competitive landscape.

Please list the title of the individual you reported to at Dog House

Question 8:

Are you currently or were you recently a customer of Dog House?

I am a current customer at my current employer

I was a customer recently at \_\_\_\_ (list company name)

Please name your employer during the period when you evalued/selected/used products/services from Dog House.

What is/was your role in the selection/evaluation process for products from Dog House?

Sole decision-maker

Part of a selection committee

End-user only

Not involved with Dog House

What is/was the approximate annual spend of your organization on Dog House products? ($$/year)

Which providers that compete with Dog House have you evaluated or do you currently use?

Question 9:

Are you currently or were you recently a partner of Dog House?

I am a current partner at my current employer

I was a partner recently at \_\_\_\_ (list company name)

Which products from Dog House do you sell?

Please provide a ballpark annual volume ($$/year) with Dog House.

Please list the competitors to Dog House that you work with and your annual volume with each (ballpark $$/year)

Please elaborate in 1-2 sentences on your ability to discuss Dog House in terms of current trends, market share, competitive landscape, and how product offerings compare.

Question 10:

Are you currently or were you recently a competitor to Dog House?

I am a current competitor at my current employer

I was a competitor recently at \_\_\_\_ (list company name)

What is your role in the manufacture/sale of products that compete with Dog House?

What end client/customer base do you work with?

What is the typical annual revenue you oversee? ($$/year)

Who do you consider major competitors in this space?

What uses cases are these products addressing?

Question 11:

Would you like to refer anyone for this project?  
  
Experts receive a referral bonus of $100 each time someone he/she referred completes a phone consultation within the first year of being referred.  
  
 If yes, please include their First and Last Name, and their phone number or LinkedIn profile.

Yes (please provide their information here)  
  
 No