



✓ **Congratulations! You passed!**

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1. Why should a potential client and researcher have a proposal in a written or electronic format?



The proposal serves as a foundation or the start of an agreement

**Correct**

While a market research professional may be comfortable with the research-related tasks, the contractual and administrative elements can be complex. Therefore, having formal documentation can help guide the research, as well as manage expectations.



A verbal agreement establishes trust and should work as well as written proposal



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2. Which of the following should a research proposal accomplish? (Select all that apply)



Demonstrate the research company's competency and ability to do the job

**Correct**

Part of your proposal should present your team and their credentials to gain confidence in your ability to accomplish the work. Also communicate a company's understanding of the business problem and expertise.



Present an *informal* agreement between you and the client as to your research plan

**Correct**

Your proposal is not a binding legal contract; however, it is the basis of an informal agreement between you and the prospective client.



Serve as a non-negotiable legal contract

**Un-selected is correct**



Serve as a representation of the quality of work you or your company will provide

**Correct**

A good research proposal can become a sample of what your final product could be. It may be straightforward and factual; it may be insightful and creative, tabular or copy heavy, or graphical.



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3. Which of the following are important aims of how you package your market research proposal? (Select all that apply)



Package your proposal to have good content, a logical flow and good storytelling.

**Correct**

You should go beyond the basics to tell a story in a persuasive way. Don't just check the facts; check the content quality, presentation, flow and story.



Just focus on the facts and the science; if you're accurate, you don't need to worry about presentation

**Un-selected is correct**

- ☒ Package your proposal to appeal to the client's style to persuade as well as present the science

Correct

Appeal is important! If client is a visual learner, go visual; if client is more scientific, structure your proposal in a more rigid scientific manner.



4. Which of the following principles or philosophies is best for a market researcher to adopt?

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- ☒ The proposal preparation process is an opportunity to demonstrate market research scientific abilities and company values.

Correct

While the proposal "win" rate may dictate a company's investment into the proposal process, the opportunity of using the formal process to demonstrate scientific abilities, promote the company and develop a relationship can be a differentiating factor.

- ☐ The proposal preparation process should be a streamlined event where researchers can drop in the parameters and quickly submit the proposal in order to under the potential client's nose first thus drawing a competitive advantage.



5. Which of the following best describes the importance of "anticipated deliverables" in the research proposal?

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- ☐ The section of the proposal that not only describes what the potential client will get, but also describes the format, size and what will be inside the document.

- ☒ The final research product that the potential client will get at the end of project

This should not be selected

Please review this material in the video, *Components of a Research Plan/ Proposal (Part 1 and Part 2)*

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6. Which of the following are acceptable passive follow-up strategies to employ after you have submitted a market research proposal? (Select all that apply.)

- ☒ Providing additional information, samples, articles

Correct

This is an acceptable way to follow-up after a submission, along with a follow-up email or thank-you card.

- ☒ Follow-up email

Correct

This is an acceptable way to follow-up after a submission, along with a thank-you card or providing additional information.

- ☒ Follow-up by providing additional information or samples


Correct

It is acceptable to follow up by providing additional information to supplement the proposal.

- ☐ Written thank-you card

This should be selected

- ☒ Call or email weekly to let them know how your project is going

 Calling every week to let them know how eager you are to win the project

Un-selected is correct



7. Which of these best describes a research budget?

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- ☐ Is a final price for uniform services across all vendors. It is a commodity that can be compared.
- ☒ It is an equation of research methods under certain conditions given a number of constraints

Correct

Budget determination is derived from a vendor or contractor's price given a number of constraints and under various conditions, including speed of delivery, methodology chosen and complexity.



8. Which of the following groupings should be valued most by professional market researchers when creating proposals?

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- ☐ Content/Research Method, Research Team/Capabilities, Speed, Price, Proposal Size, Standardized Proposal Format for Efficiency
- ☒ Content/Research Method, Research Team/Capabilities, Ability to Deliver on Time, Proposal Packaging, Persuasion, Price

Correct

The proper research approach given constraints and parameters is most important when crafting a proposal, followed by having a proper or qualified team that is able to deliver on time and as is planned. While format and price is important, researchers often miss out on the opportunity to gain a competitive advantage through packaging and persuasive writing.



9. Which of the following statements best describes a philosophy that professional market researchers should adopt when preparing their proposals?

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- ☒ Errors are a researcher's enemy, as researchers rely heavily on reputation. Errors in the proposal may also translate into errors in the research process.
- ☐ A strong and dominant research methodology can overcome a simple error or two. The best researcher wins.

Correct

A research plan has many evaluative factors in it, where some may be more important than others. However, like a resume, certain flaws can eliminate consideration. Many hiring professionals eliminate candidates because of errors in the resume or certain style factors. The same also holds true in the researcher evaluation process.



10. Suppose your proposal was excellent and you have been awarded the project. Which of the following describes what you should do after that? (Select all that apply)

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- ☒ Check for any changes that may have occurred since the proposal was presented; document all changes.
- ☐ Get reaffirmation of the proposal in writing along with agreement on objectives, budget and timeline.

Correct

Time has passed and parameters may have changed. It is important for both parties to get on the same page. A proper start can avoid a great deal of pain should expectations not be the same at a later point.

Correct

When you are awarded the project, that's the time to reaffirm expectations and what the client wants.



Celebrate and start doing exactly what you proposed.

Un-selected is correct



Establish points of contact

Correct

The people or roles may have changed, so establish clearly who the points of contact are for you and the client company.

