

Lesson 1.7: Planning a Response to Market Research Inquiry

Slide 1: Planning a Response to Market Research Inquiry

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title is in a large, bold, dark blue font. Below the title, the presenter's name is listed. In the bottom right corner, the UC Davis Extension logo is displayed.

Planning a Response to a Market Research Inquiry

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Slide 2: Learning Objectives

Learning Objectives

List steps to manage a market research inquiry

Describe the importance of communications in responding to an inquiry

Slide 3: Start Mapping Your Plan and Response

Start Mapping Your Plan and Response



Assess time needed to respond
appropriately to particular inquiry

Choose appropriate
communication format

Slide 4: Minimum to Let Them Know

Minimum to Let Them Know

Government RFP: Follow instructions and note milestones

Business request: Convey what you will be sending

Specify how long it will take to prepare the plan



Balancing Fast and Good



How soon does client expect your response?

Client may equate response time with work speed

An error-free response takes more time

Slide 6: Set Clear Expectations

Set Clear Expectations



4 Essential Components:
Methodology, timeline, team
members, and cost

View this as a prime
opportunity!

Slide 7: What Will Be Included?

What Will Be Included?

How you will implement the methodology

Supportive materials

Use these to demonstrate credibility and ability



Slide 8: Importance of Communication

Importance of Communication

Market research is like a snapshot point in time

Communication during the proposal process is the movie trailer



Slide 9: Communication Lets Both Sides Learn

Communication Lets Both Sides Learn



Can you (or your firm) work well
with the client?

Does market researcher have
needed expertise?

Slide 10: Clients Judge You By Your Communications

Clients Judge You By Your Communications

Will your work be high quality, fast or creative enough to find a solution?

Will you provide needed customer service?

It's all about fit!



Slide 11: Evaluate Your Written Response

Evaluate Your Written Response



Does it have appropriate style or format?

Does it represent your work well?

Does the written proposal reflect the end product?

Slide 12: Evaluate Your Verbal Communication

Evaluate Your Verbal Communication



How important is calling back to ask questions?

How will you establish support?

Slide 13: Clarify With Questions and Respond Accordingly

Clarify With Questions and Respond Accordingly

“Is it okay if we contact you if we have any questions?”

“Do you prefer email or phone call?”

“Are you expecting a response by a specific date?”

Slide 14: Different Modes of Delivery

Different Modes of Delivery



Printed document



Electronic text or
slide presentation
document



Live presentation

Slide 15: Plan and Stick To It

Plan and Stick To It

Follow a firm timeline

Deliver the appropriate
format and follow through

Your proposal is a sample
of the final product



Slide 16: Summary

Summary

List steps to manage a market research inquiry

Describe the importance of communications
in responding to an inquiry