

Lesson 1.5: The Services, Roles and Qualities of a Market Researcher

Slide 1: The Services, Roles and Qualities of a Market Researcher

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 displayed in a smaller, dark blue font. In the bottom right corner, the UC Davis Extension logo is shown in dark blue.

The Services, Roles and Qualities of a Market Researcher

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**UC DAVIS
EXTENSION**

Slide 2: Learning Objectives

Learning Objectives

List services market researcher
should provide

Describe roles they fill

Explain the essential qualities
they should have

Slide 3: The Market Research Professional

The Market Research Professional

Much more than a survey taker

Brings a broad array of services

Demonstrates comprehensive expertise



Slide 4: Service Market Researchers Should Deliver

Service Market Researchers Should Deliver



Create reliable
research plan

Manage stakeholder
relationships

Manage expectations

Slide 5: Service Market Researchers Should Deliver

Service Market Researchers Should Deliver



Select right tools for
data collection

Select right tools for
analytics

Effectively communicate
actionable findings

Slide 6: Roles a Market Researchers Plays

Roles a Market Researcher Plays



Listener



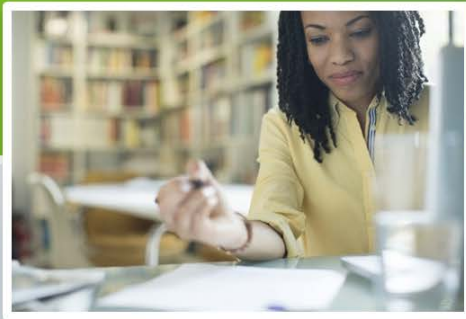
Inquisitor



Scientist

Slide 7: Roles a Market Researchers Plays

Roles a Market Researcher Plays



Planner and
Manager



Communicator



Advisor to
decision-makers

Slide 8: Essential Qualities of a Market Researcher

Essential Qualities of a Market Researcher



Honesty and objectivity

Resourcefulness

Organized

Slide 9: Essential Qualities of a Market Researcher

Essential Qualities of a Market Researcher



Trustworthy: Your work should be essentially error-free!

Slide 10: The Whole Package

The Whole Package

Expertly deliver a broad array of services

Competently fill many roles

Demonstrate essential qualities



Slide 11: Summary

Summary

List services market researcher should provide

Describe roles they fill

Explain the essential qualities they should have