

## **Online B2B Surveys**

1. Measuring Retailer Category Management Preferences – [Retailer Insights](#)
2. Supplier Evaluation Surveys – [Rating Your Suppliers](#)

### **Retailer Insights**

Scanning technology can tell managers and suppliers much about product performance in the past. Syndicated data suppliers capture precise item movement data that can be matched with promotional themes and other known circumstances to explain buying behavior at certain points in time. This information is publicly available to retailers and suppliers.

But what about retailer management plans for the future? Must each retailer function as an island, without the benefit of shared thinking with other retailers? Knowing the prevailing thinking of one's peers can help shape retail strategies and knowledge of that thinking can also help suppliers meet the future needs of their retail customers.

Customized B2B online research can reveal future plans for marketing strategies such as projected display space allocation, category management preferences and supplier programs favored by marketing managers. Many B2B online surveys also provide an opportunity for managers to rate supplier marketing performance. Online surveys require little time to complete and the output data can be of valuable for both retailers and suppliers.

Survey output using compiling software can present results that are segmented by respondent management title and by company size. This information can be summarized in a comprehensive report that is shared with participating retailers and sponsoring suppliers. Using the segmented responses by management title and firm size, suppliers can develop targeted marketing promotional and educational programs based on the group responses. Some category management programs may appeal more to large companies than to smaller companies, and the survey report will reveal these preferences.

### **Rating Your Suppliers**

Confidential supplier evaluation provides an opportunity for both retailers and suppliers to understand which supplier's performance exceeds its competitors in selected areas of marketing and distribution programs. While supplier sales

representatives convey some measure of customer feedback to suppliers, the information often loses its original meaning and impact in translation.

Generally, input on which marketing programs to measure is sought from competing suppliers and a draft of the final questionnaire is shared with them. The usual case is to solicit sponsorship from non-competing suppliers for the category(ies) being surveyed.

Survey output using compiling software can present results that are segmented by respondent management title and by company size. This information can be summarized in a comprehensive report that is made available only to the sponsoring suppliers.

Using the segmented responses by management title and firm size, suppliers are able to see the relative strengths and weaknesses of their marketing programs when compared to competitors. Subsequent work may focus on promoting the strengths in industry trade ads and improving performance where competitors scored higher rankings.

In order to attract a significant sample of participants, the *Retailer Insights* and *Rating Your Suppliers* surveys are combined, and the summary *Retailer Insights* report is shared with participants. The *Rating Your Suppliers* survey is promoted to retailers as a means for helping suppliers improve customer service, but this report is sent only to sponsoring suppliers.

## **Our Experience**

### **Developed and Conducted Online Studies**

Collected survey information for 10 industry online studies, analyzed responses and created a report of the findings.

### **Facilitated Roundtable Discussions**

Led workshop discussions that focused on survey findings and implications for retailers and suppliers

### **Measuring Software Implementation Gap**

Surveyed customers of a major software provider to determine the extent to which users were leveraging the software they had purchased and installed from the company. A report of findings was developed for the provider company and was sold to interested industry IT managers.

### **Measuring Category Management Services**

Surveyed customers of a Fortune 50 company to evaluate category management services; conducted follow-up survey following implementation to measure changes in retailer perceptions

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