



B2B is our Business.

Opinion Search has skilled executive B2B Interviewers who locate the decision makers you need for your research project.

With over 20 years of experience, Opinion Search has fine tuned the executive B2B process. Our elite team conducts telephone surveys and books appointments with CEOs, CFOs, Presidents, VPs, doctors, MIS Managers and IT Directors across the US and Canada. Our Executive Interviewing team works with the gatekeepers to get the research data you're after.

responsive service, reliable results



OPINION SEARCH'S B2B TEAM IS A DEDICATED, COHESIVE GROUP— AN EXTENSION OF **YOUR** RESEARCH TEAM

SKILLED, EDUCATED, ASSERTIVE AND ARTICULATE INTERVIEWERS— THE OPINION SEARCH ADVANTAGE

Our interviewers are selected based on their experience conducting business interviews, their knowledge, university education, aptitude for specific research subjects and their professionalism.

Based on their personal knowledge and adaptability we assign them to projects that are best suited to their talents. Certain interviewers excel in medical research while others stand out when working on studies related to information technology and others perform best getting past a gatekeeper to reach that executive level respondent.

TRAIN. THEN TRAIN SOME MORE.

Understanding the project and the audience is critical. Terms, acronyms, product variants, pronunciation and more. Training is conducted and customized for each project, incorporating specific material provided by the end-client (brochures, advertisements, sales pitch material, etc.).

In-depth training is conducted dealing with terminology, probing and clarifying potential responses as well as detailed information on respondent qualification in terms of not just titles but areas of responsibility, decision making authority and industry experience. To reach the respondent most valuable to you, we work to understand your needs.

REACH THE TARGET AUDIENCE.

Elusive and hard to reach. That's the best description for many of these target respondents. But our team has experience reaching them.

- Networking with the gatekeeper, note their name, contact information and helpful information to get them on your side.
- Use client-approved introductory and confirmation letters to work to facilitate booking and keeping appointments with the executive respondents.
- We can offer mixed mode options: CATI, online, email or even fax paper surveys and data entry. We do what it takes to get the job done.
- Use incentives appropriate to the audience, the survey or group length (cash, donations, highlight reports) and the subject matter.

BE EXPERIENCED.

Opinion Search has surveyed and recruited over:

15,000 Doctors
3,400 Nurses
4,000 CEOs / CFOs
28,000 IT Professionals
5,100 Lawyers / Attorneys
6,000 Business Owners
7,700 HR Professionals
8,500 Education Professionals

Benefit from Opinion Search's B2B data collection expertise.

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About Opinion Search

Opinion Search is your one stop shop for data collection. With 275 Internet enabled CATI stations, nine newly designed, modern focus group suites and Canada's premier online research panel, there is no need to look elsewhere. For online research, telephone surveys, qualitative recruiting and rooms, make Opinion Search your data collection partner.