



“What should I look for in a primary researcher?”



Be clear on what type of primary research you need; the best way to collect it; and how the results should be analyzed.

1. What is their value proposition? What do they bring to your project that you can't do yourself?
2. If you don't conduct this primary research, what is the risk that you'll make a bad decision?
3. What specific skills do they bring to the project?
4. Can they provide a unique or different insight into the problem that you're having them research?
5. What are they like to work with? Are they problem solvers or order takers?
6. What is their reputation? Are they trustworthy? Primary researchers need to make a good first impression that encourages sharing.
7. Are they team players?
 - Do they ask enough questions to understand your needs?
 - Can they be flexible enough if your requirements change mid-stream?
 - Will they refer you to other consultants if they are not a match for your primary research needs?
8. Think what impact their attitude will have on the project you're hiring them for.
 - Do they have a positive, enthusiastic attitude towards their work?
9. Are they good communicators? Primary research requires good oral and written communication skills.
10. Are they good listeners? Silence and listening are key skills for primary researchers.
11. Do they follow a code of ethics in their work? Will they follow your company's code of ethics? Do they honor confidentiality and nondisclosure agreements?
12. What form of primary research do they specialize in? Telephone, trade shows, focus groups...
Does their specialty match what you're hiring them to research?
13. What forms of analysis do they have experience with? Examples are SWOT, STEEP, Radar screen, PEST, Porter's 5 Forces, BCG Matrix Share of Market/Growth, Scenario Analysis, Value Chain Analysis, Scatter diagram, Four Corners. Will statistical analysis be useful?
14. Do they have experience in specific industries or geographies that will help them collect better results for you?
15. Do they share customer testimonials?



Ellen Naylor has 30 years of primary research collection and analysis experience



Ellen—who is full of the blarney stone—is an expert primary researcher in just about any area or industry since she loves to listen to people’s stories. She is skilled at engaging people in conversation over the telephone, at trade shows and video chatting.

Ellen believes sales, customers and competitor’s customers are the best real-time sources of market intelligence. She relates well with sales people and customers from her experience in corporate sales and retail sales management prior to her marketing career.

Before forming [The Business Intelligence Source](http://thebisource.com) in 1993, Ellen initiated a competitive intelligence process at Verizon (Bell Atlantic) and conducted financial competitive analysis and economic forecasting at Delta (Northwest Airlines).

Presently, Ellen is writing a book, *Win, Lose or Draw: How to Grow Your Business through Win/Loss Analysis*. Readers will learn the benefits of setting up their own Win/Loss program. Follow Ellen’s 12 fail safe steps to build a sustainable Win/Loss program. The expected publish date is fall 2015.

Ellen is a 23 year veteran at SCIP (Strategic and Competitive Intelligence Professionals), a sought after global speaker and thought leader, and longtime author of [Competitive Intelligence Magazine](#) articles, Naylor’s Mailer and the Cooperative Intelligence blog. SCIP recognized Ellen with the Fellow and Catalyst awards in appreciation of her leadership and contributions to competitive intelligence.

Over the years, Ellen has been active in the Association for Corporate Growth (ACG), Association for Strategic Professionals (ASP), Special Libraries Association (SLA), the Association of Independent Information Professionals (AIIP), the American Marketing Association (AMA) and more recently the Business Marketing Association (BMA).

Ellen earned a BA in international studies at the University of Notre Dame and an MBA at the University of Virginia’s Darden Graduate School of Business. She is fluent in French and is a lifelong learner, having recently earned a holistic health coach degree at the Institute for Integrative Nutrition. Ellen grew up in an international community in Japan where she still has close ties.

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