

BR&E Firm Visitor Tips and Procedures



Scheduling the firm visit

- You are responsible for scheduling the firm visit!
- Decide on a “script” for introducing yourself.
 - Introduce yourself.
 - Reference letter from sponsor.
 - Part of the program involves volunteers visiting businesses to review survey.
 - What would be a convenient time for us to visit you?
- Call within one week and visit within two weeks. After that, the response rate drops dramatically.
- Interview owner or operator of business. (Highest ranking official possible)
- Visit at the office or home of the person you are interviewing.
- Most visits take 45 minutes.
- If your firm refuses a visit, let the visitation coordinator know.

Interview Introduction

- Introduce yourself. Break the ice.
- Express community’s appreciation for business and willingness to take the time to respond to survey.
- Review goals of survey.
- Be sure person being interviewed has a copy of survey.
- **Survey results are completely and strictly confidential!**
- Review the “*Skip It*” rule.

Interviewer Tips

- Ask **every** question.
- Ask question **exactly as worded**.
- **Listen carefully** (count silently to 10 while waiting for an answer).
- **Repeat** the question **if** the respondent is **unclear** about purpose of question.
- **Never** suggest an answer!
- **Probe** for expanded answers to open-ended questions.
 - “Could you tell us a little more about that?”
- **Don’t**
 - Get defensive.
 - Take offense at opinions.
 - Promise solutions to problems.

Recorder Tips

- Always **circle** (**never** check) responses.
- Take **complete** notes.
- **List** name and telephone number of the interviewer and recorder on the front of the survey.
- **Write clearly**. Write as the speaker talks, not after the interview.

Immediately After the Visit

- Discuss, **note and summarize** immediate concerns.