

B2B Brand Tracking Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about suppliers for the product or service category named by the organizer. Do not share confidential purchase plans or identify your employer. Skip questions outside your role.

1. Which best describes your involvement in purchasing this category?

- ☐ Final decision-maker
- ☐ Recommends or evaluates suppliers
- ☐ Uses the purchased product
- ☐ Influences requirements
- ☐ Not involved
- ☐ Prefer not to say

2. Which suppliers in this category come to mind first?

3. Before seeing this survey, how familiar were you with [named supplier]?

- ☐ Very familiar
- ☐ Somewhat familiar
- ☐ Have heard the name only
- ☐ Not familiar
- ☐ Not sure

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4. Would you include [named supplier] on a shortlist for a future relevant purchase?

- ☐ Definitely
- ☐ Probably
- ☐ Unsure
- ☐ Probably not
- ☐ Definitely not
- ☐ Not involved in shortlisting

5. Which factor would carry the most weight in an initial supplier review?

- ☐ Fit to requirements
- ☐ Price
- ☐ Delivery reliability
- ☐ Service and support
- ☐ Track record
- ☐ Integration or compatibility
- ☐ Another factor
- ☐ Not sure

6. How would you describe [named supplier] against your category needs?

- ☐ Clearly suitable
- ☐ Possibly suitable
- ☐ Unsure
- ☐ Possibly unsuitable
- ☐ Clearly unsuitable
- ☐ I know too little to judge

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7. What information would you need before considering [named supplier] further?
