

B2B Market Research Planning Template

Define your goals	Stakeholder interviews	Methodology	Team kickoff meeting	Draft questions
<p>Why should people care about this research? What business objective does it align to?</p>	<p>Define your outcomes that you would like to see. What are your research goals?</p>	<p>Qualitative or Quantitative? Primary or Secondary? What mix?</p>	<p>What audience are you going to try to recruit?</p>	<p>Where can you best reach your target customer audience to engage them to participate in your study?</p>