**Brand Perception Survey**

**Purpose**

The purpose of conducting a brand perception survey is to understand how your brand is viewed in the market, what brand attributes are preferred by customers, and to identify how your customers competitively position your products/services. Be sure to customize this survey to include brand attributes you are promoting.

1. What do you think [insert company name] does (in a sentence or two, please)?
2. Compared with our competitors, what advantages made us the vendor of choice?
3. When selecting vendors, please rank these 5 criteria (in order of importance):

Customer Service

Innovation

Quality

Price

Sales Process

1. When making purchasing decisions, what is required (in order of importance)?

References

Product Demo

Service Guarantee

Sharp Salesperson

Product Literature

Please consider each of these questions and rate based upon the following scale:

1 – Not At All

2 – Somewhat Agree

3 – Agree

4 – Strongly Agree

**Customer Service**

I consistently receive quality customer service. 1 2 3 4

We respond promptly to your requests. 1 2 3 4

We have never left you feeling unsatisfied. 1 2 3 4

**Innovation**

You view our company as innovative. 1 2 3 4

Our products provide real-world ‘solutions’. 1 2 3 4

We understand the needs of the market. 1 2 3 4

**Quality**

Our products are of superior quality. 1 2 3 4

We stand by the quality of our products. 1 2 3 4

You are willing to refer our company. 1 2 3 4

**Price**

We offer competitive pricing. 1 2 3 4

Our value proposition is best-in-class. 1 2 3 4

We are evaluating competitive offerings. 1 2 3 4

**Sales Process**

Our sales professionals are outstanding. 1 2 3 4

We provide the right information at the right time. 1 2 3 4

Our product demonstration was very compelling. 1 2 3 4