

May 2009 Survey Results



Brief Highlights of May 2009 Survey Results

We appreciate the time, effort and comments supplied to assist us in making our newsletter more valuable to you as our readers. The survey was officially closed on 22 May. However, we are always interested in your input about the newsletter.

The results from the survey are directionally in our favor, they also indicate we have opportunities to improve. We will be working on the areas you identified and doing our best to adopt/address the various comments and input received.

Survey Results:

The top rated subjects were as follows in rank order:

1. Sales
2. Aligning Sales & Marketing
3. Competitive Analysis
4. Marketing
5. Demand Generation

The top rated potential subjects for future newsletters:

1. Buyer behavior during decision cycles
2. Best Practices – Tips & Tactics
3. Controlling sell/buy cycles
4. Managing your pipeline
5. Negotiating
6. Prospecting
7. Articles on current economic situation and what to do to be successful

The top rated portions of the news letter in rank order:

1. Featured Tips and Tactics
2. Articles in the newsletter
3. Outside articles which are referenced in the newsletter

Of those responding:

- 68% read the newsletter frequently to always,
- 63% read greater than 50% of the news letter,
- 60% prefer a monthly news letter.

In terms of satisfaction and relevancy:

- 78% rated somewhat to very satisfied and
- 79% rated somewhat to very relevant.

May 2009 Survey Results

On the subject, “would you be interested in providing content for the newsletter”:

- 44% indicated from maybe to yes responses.

Highlighted Comments:

We received numerous comments around the organization, structure, look and feel of the newsletter. We will do our best to incorporate the various input to make the newsletter easier to read, navigate and lookup previous topics. This will take some time, so please bear with us as we incorporate those suggestions.

On newsletter content, in addition to what was already covered above in the survey results, we’ve received requests to contrast product vs. service issues, which is a great idea. Requests were also made to build in stories and case studies with audio/visual as appropriate.

Again, we appreciate all of your comments to help us build a better newsletter for you. Reading the above, if any additional comments come up, regardless if you took the survey, please pass them on to us. Without knowing what you are thinking, all we can do is “hope”, and as we say in class, “hope is not a strategy we can recommend”.

[The Vision Group](#)

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The Vision Group Newsletter Survey

Survey Name: Newsletter Content Survey May 11 2009



What is your level of interest by subject in newsletters?

	Not Interested	Somewhat Interested	Interested	Very Interested
Product Management	35%	19%	35%	12%
Finance	27%	31%	35%	8%
Demand Generation	19%	12%	31%	38%
Competitive Analysis	4%	23%	42%	31%
Aligning Sales & Marketing	12%	19%	27%	42%
Sales	4%	19%	31%	46%
Sales Management - Direct	15%	27%	38%	19%
Sales Management - Channel or Indirect	12%	35%	38%	15%
Marketing	12%	12%	42%	35%
Product Marketing	15%	31%	31%	23%

How often do you read our newsletter?

	Response Ratio
Always	39.2%
Frequently	39.2%
Sometimes	14.2%
Rarely	3.5%
Other	0.0%
No Responses	3.5%
Total	100%

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Survey Name: Newsletter Content Survey May 11 2009



How often would you like to receive our newsletter?

	Response Ratio
Weekly	3.5%
Every two weeks	10.7%
Monthly	60.7%
Quarterly	17.8%
Semi-annually	0.0%
Annually	3.5%
Other	0.0%
No Responses	3.5%
Total	100%

How much of our newsletter do you read?

	Response Ratio
A quarter or less	3.5%
From a quarter to half	32.1%
Half to three-quarters	35.7%
More than three-quarters	25.0%
No Responses	3.5%
Total	100%

What is your overall satisfaction with the newsletter?

	Response Ratio
Very satisfied	35.7%
Somewhat satisfied	39.2%
Neutral	14.2%
Somewhat dissatisfied	7.1%
Very dissatisfied	0.0%
Other	0.0%
No Responses	3.5%
Total	100%

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How relevant do you find the information in the newsletter?

	Response Ratio
Very relevant	28.5%
Somewhat relevant	60.7%
Neutral	3.5%
Somewhat irrelevant	3.5%
Very irrelevant	0.0%
Other	0.0%
No Responses	3.5%
Total	100%

Please rank each part of the newsletter in order of importance to you.

	Least Important				
	1	2	3	4	5
Articles in the newsletter	31%	8%	15%	15%	31%
Outside Articles that are referenced in the newsletter	8%	15%	42%	31%	4%
Hot Links to our website	27%	23%	19%	19%	12%
Featured Tips and Tactics	19%	19%	15%	27%	19%
Websites You May Be Interested In Seeing	15%	35%	8%	8%	35%

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Below are listed potential subjects for the newsletter. Please provide us with your likelihood of wanting articles on these subjects.

	Least Likely	Somewhat Likely	Likely	Very Likely	Likely
Controlling sell/buy cycles	4%	15%	8%	46%	27%
Negotiating	0%	12%	23%	46%	19%
Prospecting	0%	12%	12%	58%	19%
Marketing Messages	0%	23%	12%	38%	27%
Best Practices - Tips & Tactics	0%	8%	8%	38%	46%
Managing your pipeline	0%	4%	35%	42%	19%
Buyer Behavior during decision cycles	0%	8%	12%	38%	42%
Sales Management Subjects	4%	15%	15%	50%	15%
Forecasting of Revenue	4%	23%	35%	31%	8%
Articles on current economic situation and what to do to be successful	0%	15%	15%	50%	19%

Would you be interested in providing content for this newsletter?

	Response Ratio
Yes	14.2%
No	50.0%
Maybe	32.1%
No Responses	3.5%
Total	100%