

# Engage A Research Partner, Not A Vendor

Here's a New Year's business resolution to add to your list:

**In 2024, trust your research to a true partner and not just a vendor.**

## Vendor vs. Partner: What's The Difference?



### Research Vendor

### Research Partner

- ✗ Bids on project specifications as presented
- ✗ Conducts the research as instructed by client
- ✗ Expends a routine amount of effort on recruiting, commensurate with budget allocated
- ✗ Provides updates as fielding progresses
- ✗ Concludes project with customary report or deliverables

- ✓ Draws on past experience to assess feasibility, recommending adjustments as necessary
- ✓ Offers consultative services to help craft research instruments for optimal results based on best practices
- ✓ Employs custom recruit efforts such as desk research and phone contacts
- ✓ Supplements fielding updates with proactive suggestions to reach full sample
- ✓ Structures final product or report in client template for seamless integration

**In short, vendors aim to fulfill a project's objectives based on quoted costs and estimated feasibility. Partners commit to fully executing on your research, employing various supplemental tactics along the way, to ensure your project is a success.**

## Why Choose Olson Research?

For over 29 years, Olson Research's business model has been to become a trusted and reliable research partner to our clients.

Healthcare marketing research is challenging to get right. If your research requires a custom touch, a typical research vendor is unlikely to be successful.

**Your research is important.  
Achieve Better Results with A Research Partner.**



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