



BUSINESS RETENTION AND EXPANSION (BR&E) PROGRAM

VOLUNTEER INTERVIEW GUIDE

Goals through the BR&E visit are:

1. To demonstrate support for local businesses
2. To help solve immediate business concerns
3. To increase local businesses' ability to compete in the economy
4. To build community capacity to sustain growth and development

CONFIDENTIALITY:

Individual answers to survey questions are confidential and will not be released. Responses may be summarized with those of others to produce an overall result- identifying themes of regional needs and opportunities.

"IMMEDIATE ACTION" ISSUES:

If you find an issue in the responses in which a certain individual or individuals can help address specific concerns in a beneficial way, please ensure they sign the Immediate Actions page of the survey. Detach this page and include it with the survey cover page. While the remainder of the survey will be confidential, contact information will be shared on the Immediate Action page.

SKIP IT RULE:

If there are any questions the business owner would rather not answer, they should feel free to skip questions without feeling obligated to explain why.

Interviewer Tips:

- Provide a copy of the survey to the person being interviewed
- Ask every question exactly as worded
- Listen carefully
- Never suggest an answer, but provide prompts if needed
 - "Could you tell me a little more about that?"
- Don't get defensive or take offense at opinions or answers
- Express the community's appreciation for the businesses' time commitment to BR&E!
- Return survey's to _____

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Business	Contact	Phone/Email	Address	Date of Visit	Notes