

# BEST PRACTICE GUIDELINES FOR HIRING INDEPENDENT MARKET RESEARCH CONSULTANTS



## UPFRONT DETAIL

ENSURE BOTH PARTIES AGREE ON THE KEY DETAILS OF THE ENGAGEMENT UPFRONT, BEFORE FINALISING A FEE. INCLUDE NECESSARY INFORMATION ON THE PROJECT'S:

STRATEGIC CONTEXT

TIMING

DELIVERABLES

THE NEED FOR REVIEWS AND REVISIONS

PREFERRED STYLE OF MODERATION, QUESTION DESIGN AND REPORTING

## MITIGATING RISK

AGREE ON COMPANY POLICIES FOR SCENARIOS THAT CARRY RISK. CLARIFY POLICIES FOR:

CANCELLATION

POSTPONEMENT

'NO-SHOWS' / INCOMPLETE SAMPLES

CHANGES IN SCOPE

DELAYS IN SIGN-OFF

WHAT HAPPENS IF AN ALTERNATIVE, DEFINITE OFFER OF WORK IS MADE BEFORE THIS POTENTIAL ONE HAS BEEN SIGNED OFF

## PAYMENT TERMS

AGREE PAYMENT TERMS BEFORE STARTING WORK. COVER KEY DETAILS INCLUDING:

THE PAYMENT SCHEDULE

WHETHER IT IS A FIXED OR VARIABLE, TIME-BASED FEE

THE NEED FOR A PO

FINANCIAL SYSTEM PROTOCOLS

EXPENSES POLICY

THE DEFINITION OF THE LENGTH OF A WORKING DAY

ANY PENALTIES FOR LATE PAYMENT

EXPECTATIONS FOR UPFRONT PAYMENT

THE RESPONSIBILITY FOR PAYING SET UP COSTS