



B2B Research

Survey Technology & Research (STR) specializes in reaching the hard to reach respondent. STR has a staff of professional highly trained executive interviewers who are skilled at reaching business professionals and other hard to reach respondents. Our data collection experience, sample expertise and commitment to quality make STR the perfect partner for B2B Research.

STR has experience in all types of B2B Research:

- ◆ C Level
- ◆ Financial Industry
- ◆ Healthcare Industry
- ◆ Technology Industry
- ◆ Professional / Service Industry
- ◆ Government / Not for Profit

STR B2B Research provides our clients with many advantages and benefits:

- ◆ Executive Level Interviewers
- ◆ Online, real-time Reporting Tools
- ◆ Proprietary Business leader panels
- ◆ Multi-mode capabilities

Our experienced project managers, programmers and executive interviewers as well as our cutting edge technology provide our clients with an effortless data collection experience. STR partners with our clients to provide optimal data collection solutions while working within client's research budgets.

For more information regarding B2B data collection or any of the other services offered by STR, contact Meg Ryan at mryan@strcenter.com or 484.240.4824.

Reach The Right People...



Allentown ◆ Philadelphia ◆ Las Vegas ◆ 800.482.3550 ◆ www.STRCenter.com

