

CVBIZNETWORK Survey Results

In mid May, we sent out a survey to give us some ideas on how we could help you to successfully achieve your goals as a business professional. We received 116 responses, for participating in this survey, you were all entered into a drawing to win, a free advertisement on our site, a free Annual Membership to CVBIZNETWORK.com and the winning business will be featured in our upcoming newsletter.

The winner of the drawing is Sara O’Flynn from the Garden’s on El Paseo!

As a consolation prize for all of you who didn’t win, we would like to extend to all of you a complimentary annual membership, for those of you who are paying members we will extend your membership an additional year. You will receive an email with details on how you can redeem your membership. Below are the survey results;

What products or services would you find useful to your business?

	<u>RESPONSES</u>
Getting Organized/Time Management	18
Managing Finances – Bookkeeping	5
Social Media Information	24
Networking Information	32
Marketing Information	20
Mentor Group	8
Getting Motivated	7
Other (Client Referrals)	2

Which of these skills should you improve in order to advance in your career or business?

Computer/Technology	23
Public Speaking	14
Financial	12
Marketing	17
Business Strategies	17
Social Media	31
Other (Time Management & Commitment, Already at the top)	2

What kind of learning do you prefer?

Reading Presentations	14
Hearing Presentations	17
Watching Presentations	63
Other (Online, watching and hearing together, interactive, hands on)	22

What type of communication is more convenient and/or less intrusive?

Email	87
US Mail	5
Telephone	5
Social Media	14
Text Message	3
Other (Video, email=Business, Text = personal)	2

What kind of resources/information would you like to see in a newsletter?

Business Tips	20
Legislative Issues	8
Local Business Profile	20
Marketing Ideas	21
Email Marketing	24
Law Advice	10
Event Information	12
Other (Not a big fan of newsletters)	1

What would you consider is your biggest obstacle in business?

Responses included (not in any particular order);

- Money/Budget
- Identifying client prospects
- Economy
- Limited resources
- Government regulations and deficits
- Gaining new patrons/retaining patrons
- Good sales people
- Big business trying to figure out how to network in the Coachella Valley
- Lack of diversified businesses in the Coachella Valley
- Competition
- Marketing
- Legislation
- Consistent volume of work due to the season
- Too many opportunities
- Too little time
- Low return on investment
- Getting to local decision makers
- Politics
- State & Federal funding
- Creating confidence
- Communication
- Time poverty
- Prioritizing tasks
- Lack of work
- Employees limited skills

Thanks to all of you who provided your feedback. Please be sure to let us know if there is a burning question that you would like to include in our next survey or poll.