

**PART 2**

Country: \_\_\_\_\_

Survey Number: \_\_\_\_\_

**FINANCIAL SCREENER**

**Introduction**

**IF CONTACT NAME IS GIVEN FROM EXPORT MANAGER SCREENER**

**Q502.** Hello, this is \_\_\_\_\_. I am calling on behalf of The World Bank, to gather information on possible barriers to exporting products. May I please speak with \_\_\_\_\_?

[IF NEEDED: THIS IS NOT A SALES CALL. WE HAVE NOTHING TO SELL AND YOU WILL NOT BE CONTACTED BY A SALESPERSON IN THE FUTURE AS A RESULT OF THIS RESEARCH.]

[INTERVIEW NOTE: WE ARE LOOKING FOR SOMEONE WHO DEALS WITH THE FINANCIAL INFORMATION FOR EXPORT GOODS IN THE COMPANY. IF THE COMPANY IS SMALL, THIS PERSON COULD BE THE CHIEF FINANCIAL OFFICER (CFO) OR CHIEF OPERATIONS OFFICER (COO) OF THE COMPANY].

Yes	# <sub>1</sub> <b>JUMP TO Q540</b>
No, not available (schedule callback)	# <sub>2</sub>
Don't Know	# <sub>8</sub> <b>FIND SOMEONE WHO DOES KNOW</b>
Refused	# <sub>9</sub> <b>THANK AND TERM</b>

**IF NO CONTACT NAME IS GIVEN FROM EXPORT MANAGER SCREENER OR PERSON IS NO LONGER AT THE COMPANY**

**Q503.** Hello, this is \_\_\_\_\_. I am calling on behalf of The World Bank, to gather information on possible barriers to exporting products. May I please speak with the manager in your finance department? Before connecting me, could I have that person's name and title?

[IF NEEDED: THIS IS NOT A SALES CALL. WE HAVE NOTHING TO SELL AND YOU WILL NOT BE CONTACTED BY A SALESPERSON IN THE FUTURE AS A RESULT OF THIS RESEARCH.]

[INTERVIEW NOTE: WE ARE LOOKING FOR SOMEONE WHO DEALS WITH THE FINANCIAL INFORMATION FOR EXPORT GOODS IN THE COMPANY. IF THE COMPANY IS SMALL, THIS PERSON COULD BE THE CHIEF FINANCIAL OFFICER (CFO) OR CHIEF OPERATIONS OFFICER (COO) OF THE COMPANY].

Yes	# <sub>1</sub>
No, not available (collect name and title)	# <sub>2</sub>
Don't Know	# <sub>8</sub> <b>FIND SOMEONE WHO DOES KNOW</b>
Refused	# <sub>9</sub> <b>THANK AND TERM</b>

**Q504** Name \_\_\_\_\_

**Q505** Title \_\_\_\_\_

**Q540.** Hello, my name is \_\_\_\_\_. I am calling on behalf of The World Bank, to gather information on the financial impact from possible barriers to exporting products. (The World Bank is exploring the relationship between export competitiveness, development and technical barriers to trade. All information provided by you will be kept strictly confidential. All data will be aggregated and no company names or any other information will be released.)

Which of the following best describes your role in financial decisions for your company?

- |   |  |
|---|--|
| The decisions are solely or primarily your responsibility       | # <sub>1</sub> <b>JUMP TO Q545</b>               |
| The decisions are made by you in consultation with others       | # <sub>2</sub> <b>JUMP TO Q545</b>               |
| The decisions are not made by you, but your advice is requested | # <sub>3</sub> <b>JUMP TO Q545</b>               |
| You have no role in making these decisions                      | # <sub>4</sub> <b>ASK Q542</b>                   |
| Don't Know  | # <sub>8</sub> <b>FIND SOMEONE WHO DOES KNOW</b> |
| Refused   | # <sub>9</sub> <b>THANK AND TERM</b>             |

**Q542.** Could you give me the name and title of someone who DOES have a primary role in the financial decisions for your company? Before connecting me, may I please have that person's name and title?

- |                   |  |
|-------------------|--|
| Yes, will connect | # <sub>1</sub> <b>JUMP TO Q503</b>               |
| No such person    | # <sub>2</sub> <b>THANK AND TERM</b>             |
| Don't Know        | # <sub>8</sub> <b>FIND SOMEONE WHO DOES KNOW</b> |
| Refused           | # <sub>9</sub> <b>THANK AND TERM</b>             |

**Q545.** The World Bank would like to obtain some information on the impact that possible technical barriers to trade impacting the export capabilities of companies like yours in order to better understand the relationship between export competitiveness, development and technical regulations. For that purpose we are conducting in-person interviews and have asked an export manager in your company to participate. In addition, we would like to interview you about the financial impact these export barriers may be having on your company. The in-person interview is a face-to-face discussion between you and a professional moderator. The information in this survey will be aggregated. Propriety company information will not be disclosed to any party.

We will be conducting interviews in your area on \_\_\_\_\_. Would you be willing to meet with an interviewer on that day to share your additional thoughts?

(IF NECESSARY: THIS IS NOT A SALES CALL NOR WILL IT LEAD TO A SALES CALL)

Yes	#1	
No, not interested	#2	<b>ASK FOR REFERRAL, QUALIFIED REFUSAL</b>
No, not available	#3	<b>ASK FOR REFERRAL, QUALIFIED REFUSAL</b>

**Q550.** Could you please give me the correct spelling of your name and address?

550. NAME:

551. TITLE:

552. YEARS WITH FIRM IN  
CURRENT POSITION

553. COMPANY:

554. YEAR FIRM WAS  
ESTABLISHED

555. ADDRESS:

556. CITY:

557. COUNTRY

558. PHONE #:

559. FAX #:

560. E-MAIL ADDRESS:

Thank you, Mr/Ms. \_\_\_\_\_. We look forward to seeing you on \_\_\_\_\_ (date) at \_\_\_\_\_ (time). If you should have any questions, please feel free to call my supervisor \_\_\_\_\_ (name) at \_\_\_\_\_ (phone number).