

## B. Discover Needs

8/16 | 50%

Points

B1 What question did the salesperson ask?

- ☐ General question(s) on how I would use the product
- ☐ Where I would use the product: home, office, on the go, etc.
- ☐ If anyone else would use the product: family, friends, etc.
- ☐ Questions about my work, studies, or hobbies
- ☒ Questions about specific uses, such as email, Internet, phones, etc.
- ☐ How I use other technology, such as current computer or smartphone
- ☐ What type of computer I use (Apple Mac or Windows PC)
- ☐ If I own any other Apple products (iPod, iPhone, or iPad)

B2 How many questions were asked?

1

We would like to better understand how the salesperson asked you questions about your product needs.

B3 Did salesperson ask about needs?

- ☐ Yes - asked questions about needs
- ☒ No - had to volunteer needs
- ☐ Other; please specify

B4 Did salesperson ask for more info?

- ☐ Yes
- ☒ No

B5 Please describe the following:

- How the salesperson responded when you stated your interest in a tablet.
- What questions they asked to understand your needs.
- Please note if the salesperson led the interaction, or if you had to volunteer information to keep the conversation going.

*When I arrived to the store I saw two sales people, one was serving a customer and the other was behind the counter. I was not quite sure if they were doing paperwork or if the salesperson thought that I did not need help. Then the salesperson approached me after waiting for some minutes, they asked me what I was looking for. I explained them that I was looking for a tablet and the salesperson indicated me where the tablets were, so I had to ask some questions to keep the conversation going; I told them that I was looking for something light and with Internet access, so salesperson asked me about the usage I would give to the device and asked me if I would search on the Internet, read emails and share information on the social networks. Apart from that the salesperson did not make further questions. I had to lead the whole interaction.*