Stakeholder Questionnaire Sales Representative

Personal Data			
What is your profession / your position?			
How long have you been working in this profession?			
		(Please indicate here, how many years you have to working in sales (also in other companies or in a different position).)	
In your opinion, do the following statements ap	ply to sales representativ	res?	
Sales representatives			
have got an educational background in the application field of the products they sell (e.g. education in medicine for selling medical products).	strongly disagree	strongly agree	
caucation in meanance for sening incarcal products,			
understand the technical functionality of "their"	(1	race a mark on the scale above)	
understand the technical functionality of "their" products in detail.	strongly disagree	strongly agree	
		Place a mark on the scale above)	
know the norms, regulations and laws, which are relevant for the application of "their" products, in detail.	strongly disagree	strongly agree	
	(Place a mark on the scale above)		
work in teams.	strongly disagree	strongly agree	
		Place a mark on the scale above)	
are "technophiles".	strongly disagree	strongly agree	
	(Place a mark on the scale above)		
see changes and innovations as positive challenges and look forward to them.	strongly disagree	strongly agree	
	(F	Place a mark on the scale above)	
like to work with new devices / technologies and innovations.	strongly disagree	strongly agree	
		Place a mark on the scale above)	
are spontaneous and like to improvise.	strongly disagree	strongly agree	
		Place a mark on the scale above)	



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11)	are sociable, socially engaged and like to spend time with friends / family.	strongly disagree (P	strongly agree lace a mark on the scale above)
12)	read the manual before using a new device.		strongly agree lace a mark on the scale above)
	Typical for Sales Representatives		
13)	In your opinion, which personal traits and skills are typical for sales representatives?		
14)	In your opinion, what annoys / frustrates sales representatives most?		
15)	In your opinion, what are the main motivating factors for sales representatives?		
16)	In your opinion, what are the goals and objectives of sales representatives?		

