

Stakeholder Questionnaire Sales Representative

Record ID

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 been working in sales (also in other companies or in a different position).)

In your opinion, do the following statements apply to selling medical software?

It is important that I understand the results delivered by the medical software, which I want to sell.

strongly disagree strongly agree

(Place a mark on the scale above)

It is important that I understand the underlying rationale why the medical software produces a certain result.

strongly disagree strongly agree

(Place a mark on the scale above)

It is important that my clients, to whom I want to sell a medical software, understand the results delivered by the software.

strongly disagree strongly agree

(Place a mark on the scale above)

It is important that my clients understand the underlying rationale why the medical software delivers a certain result.

strongly disagree strongly agree

(Place a mark on the scale above)

In your opinion, do the following statements apply to sales representatives?

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

(Place 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

(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)

...are sociable, socially engaged and like to spend time with friends / family.

strongly disagree strongly agree

(Place a mark on the scale above)

...read the manual before using a new device.

strongly disagree strongly agree

(Place a mark on the scale above)

Typical for Sales Representatives

In your opinion, which personal traits and skills are typical for sales representatives?

In your opinion, what annoys / frustrates sales representatives most?

In your opinion, what are the main motivating factors for sales representatives?

In your opinion, what are the goals and objectives of sales representatives?
