

SECTION 4: YOU AND YOUR FIRM

9. The final few questions ask you details about you and your firm. It is important that you answer them honestly, remember this data is confidential.

How old are you? _____ years

Are you? _____ Male _____ Female
Is your sales manager? _____ Male _____ Female

How long have you worked in sales?

_____ years

How long have you worked in this organization?

_____ years

How long have you worked in your current job?

_____ years

what is your highest educational
qualification?
(please tick)

_____ Postgraduate degree
_____ University degree
_____ Some university courses
_____ Trade qualifications
_____ 'O' or 'A' levels
_____ GCSE or equivalent
_____ High school
_____ Other

Approximately, what is your company's annual **TOTAL** sales turnover?... £ _____

Approximately, how many sales people would a first level sales manager
supervise in your company?..... people

Approximately, how many people are employed by your
company?..... people

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE!

If you would like to receive a summary of the findings of this study, please enclose your business card along with this questionnaire in the reply envelope.

Figure 2.1
Example
Questionnaire

YOUR CONTRIBUTION IS GREATLY APPRECIATED, THANKS!!!