

APPENDIX P III: REMAINING ANSWERS FROM PRE-TRAINING EVALUATION FORM

As it was mentioned in the practical part, here is a summary of remaining questions and answers from Pre-training evaluation form.

Options 'disagree' and 'strongly disagree' comprise 75% of the answers which suggests that participants cannot identify the specific phases of the buying cycle. Consequently, the results of the following question, number 4, indicate that 83,4% of respondents do not know how to use the knowledge of buying cycle in practice.

Moreover, a half of trainees believe in their ability to build a well thought-out offer, but the other half says otherwise. The same situation applies to the knowledge of general terms and conditions every offer/contract should have. Furthermore, 75% of answers suggest that trainees know how to adapt the offer to customer's expectations. On the other hand, 91.6% of trainees admit that they do not know how to change the status quo in customer(buyer)/seller relationship. Besides, 75% of them are persuaded that they do not recognize the right time for proposing an offer/contract and 58.3% of them do not know how to propose it.

Open-ended question

Most of the answers suggest that trainees would like to improve and tune the offer (and template) and formulate clauses to make the proposal successful. Moreover, they would welcome some tips regarding communication with customers, some psychological sales tricks, buying cycle, how to find customer's expectations and how to negotiate.

Lastly, some of them even mentioned the legal side of contract especially its constraints and content. In my opinion, these types of questions might be sent to the trainer before the training so he/she can do some changes to the training in order to make it more tailor-made to its participants.