



Evaluation survey THEME Matrix “Trade”

This questionnaire is addressed to company experts and trainers for the professional field “Trade”

Please indicate your answers by selecting one of the items or writing down your statements when needed!

General information
Nationality: Slovenian
Age: 58
Your role in the company: executive

How does the Matrix represent the work processes typical for (the professional field of trade) competence area 1 / 2 / 6?	
Perfectly	
Quite good	x
Only partially	
Not at all	

Please could you give us a comment concerning the previous answer, if you think that the Matrix does not represent typical work processes of the respective field?
<p>Area1:</p> <p>Scarce use of day to day internet and e-marketing abilities. Selling process today is governed by software for conferencing, distant calling and CRM by rule (so he/she has to be at least familiarised with) as well as using social media like Facebook, Twitter, LinedIn etc. for business purposes (youngsters can do this far better than senior executives). One should not neglect vast internet resources in obtaining necessary information for selling process, too.</p> <p>To my mind, pricing strategies from marketing area are just the very core of selling process in the negotiation phase. It has to be linked.</p> <p>Salesman/saleswoman needs decision making competencies as well.</p> <p>When talking about competition he/she has to master knowledge about sales channels available and being ordinary for the product/service in question.</p> <p>Generally, the written form is suffering from marketing content absence.</p> <p>Salespersons are to be much more than sales bookkeepers. This is usually the initial phase in of one's career.</p> <p>Area 2:</p> <p>Purchasing from the wholesaler/retailer view is the matter of ECR (Efficient customer response) – this has to be followed by suppliers, too.</p> <p>Today's winners are responsive supply chains. One should understand it and be in the position to support its construction and maintain it.</p> <p>Purchasing/importing in EU has some unique characteristics. There is no need to generalise unless the programme is to be exported in non-European countries.</p> <p>Scarce use of day to day internet and e-marketing abilities</p>



Area 6:

I miss general and useful internet resources. Generalisation usually brings ignorance about possibilities at hand. Specifically, Commission of EU established comprehensive information system for foreign trade; each EU country has its own as well. And this is not all. One should be acquainted with information sources and being capable to use them – how to get them and where to use them in company decision making policy.

There is no notion, that secondary information sources are able to provide vast information for export decisions. Further, data requirements are dependant from the very exporting phase in which company stays. This area is not offering such structure.

Market research is nearly the same at home and abroad. It has necessary steps and problems within.

Finally, export market research is not desk job only; I miss export mission targets and functionalities.

Do you think that the Matrix could be useful to map and define available skills and competences of future employees and/or students coming from abroad?	
Perfectly fitting to the scope	
Quite useful, with some limits	x
Partially useful	
Not at all	
Comments:	

Thank you for your collaboration!