

Appendix

Questionnaire

University of Economics, Prague

International Business - Central European Business Realities

Subject: Thesis research

Student: Igor Tadić

Topic: NLP in Marketing Communications and Sales

Name of the interviewee:

Questions:

1. In brief, what is your professional background in sales (job position/s, years of experience, short description of job position)?
2. From your experience, how significant is difference between „what you say“ and „how you say it“ in the sales process?
3. Which stage/s of the sales process is/are the most crucial, from your experience?
4. By your experience in sales process, what are the key techniques for successful persuasion?
5. Are you familiar with NLP (Neuro-Linguistic Programming)? If yes, in which extent are you familiar?
6. If you are familiar with NLP, what techniques from NLP have you used in the sales process?
7. In your opinion, in which extent is the sales process manipulative?
8. How important is psychology in terms of human behavior in the sales process?
9. Considering the fact that NLP techniques are based on analysis of human behavior, in which extent would you implement those techniques in your sales process?

Thank you for your effort!

