

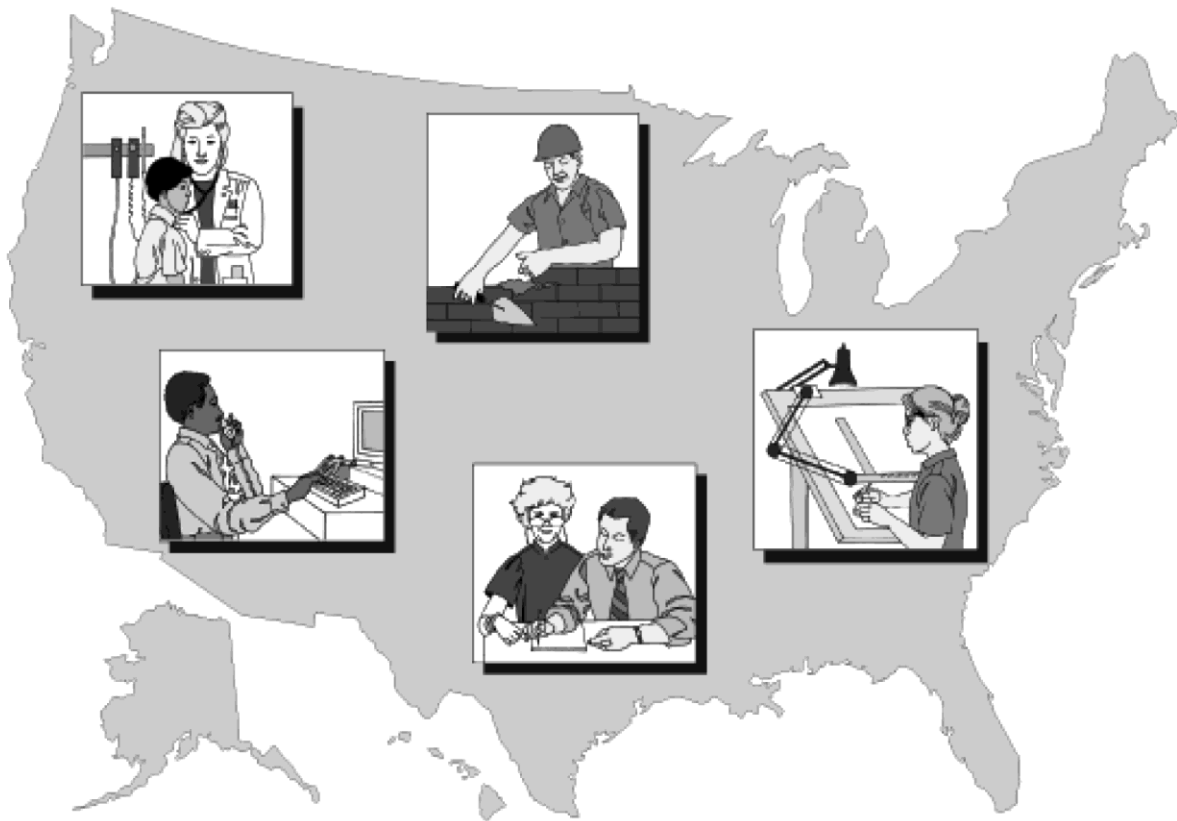
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Username: USERNAME
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QUESTIONNAIRE ID
SALES MANAGERS

Some Important Questions About The *Tasks* Of The Occupation



o*net

Please return your completed questionnaire in the enclosed envelope to:
RTI Research Operations Center, 5265 Capital Blvd. Raleigh, NC 27616-2925
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Return to: Research Triangle Institute
Research Operations Center
ATTN: O*NET Data Receipt
5265 Capital Boulevard
Raleigh, NC 27616-2925

Specific Tasks Performed in the Occupation

Instructions: Please read the following position description and then answer the question that follows it by marking an X in the appropriate box below.

Sales Managers

Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

Do you have expertise on the work performed in the occupation named and briefly described above?

- I have expertise on almost all of the work performed in the occupation.
- I have expertise on many aspects of the work performed, but not on some aspects.
- I have expertise on some aspects of the work performed, but not on many aspects.
- I have no expertise on the work performed in the occupation.

Please proceed to the next page.

Specific Tasks Performed in the Occupation (continued)

Instructions: The next section presents a list of tasks. A task is an action or set of actions performed together to accomplish an objective. This list is specific to the occupation you are describing.

For each task, please make the following three ratings: **Relevance, Frequency, and Importance.** As an occupational expert, first consider the different tasks performed by workers in the occupation. Then, with this information in mind, please rate each task as if you were performing work that is typical of the occupation. The ratings are described as

RELEVANCE. If the task is NOT RELEVANT at all to performance of the occupation mark through the "0" in the NOT RELEVANT column. Carefully read the task before deciding whether it is RELEVANT or NOT RELEVANT to the occupation. If you select the "0" in the NOT RELEVANT column, however, there is no need to complete the IMPORTANCE and FREQUENCY ratings described below. If the task is part of the occupation, rate IMPORTANCE and FREQUENCY.

FREQUENCY. (Do not complete if NOT RELEVANT was selected.) Ask yourself, "How often is this task performed in the occupation?" For example, "Interact with potential customers" is a task that an employee in one occupation might perform only "once per week or less," but an employee in another occupation might perform "hourly or more often."

Rate the FREQUENCY with which a task is performed by marking through the appropriate number, from 1 (indicating that the task is performed once per year or less often) to 7 (indicating that the task is performed hourly or more often) on the FREQUENCY scale.

IMPORTANCE. (Do not complete if NOT RELEVANT was selected.) Ask yourself, "How important is this task to performance of the occupation?" For example, "Develop objectives and strategies to guide the organization" might be very important for an employee in one occupation, but less important for another occupation. For the second occupation, however, "Provide performance feedback to subordinates" might be very important.

Rate importance of the task for performance of the occupation by marking through the appropriate number, from 1 (indicating that the task is of no importance) to 5 (indicating that the task is extremely important) on the IMPORTANCE scale.

Please proceed to the next page.

	Not Relevant	Frequency							Importance				
		Once per year or less	More than once per year	More than once per month	More than once per week	Daily	Several times per day	Hourly or more often	Not Important	Somewhat Important	Important	Very Important	Extremely Important
1. Direct and coordinate activities involving sales of manufactured products, services, commodities, real estate or other subjects of sale.	0	1	2	3	4	5	6	7	1	2	3	4	5
2. Resolve customer complaints regarding sales and service.	0	1	2	3	4	5	6	7	1	2	3	4	5
3. Determine price schedules and discount rates.	0	1	2	3	4	5	6	7	1	2	3	4	5
4. Advise dealers and distributors on policies and operating procedures to ensure functional effectiveness of business.	0	1	2	3	4	5	6	7	1	2	3	4	5
5. Direct, coordinate, and review activities in sales and service accounting and record-keeping, and in receiving and shipping operations.	0	1	2	3	4	5	6	7	1	2	3	4	5
6. Oversee regional and local sales managers and their staffs.	0	1	2	3	4	5	6	7	1	2	3	4	5
7. Review operational records and reports to project sales and determine profitability.	0	1	2	3	4	5	6	7	1	2	3	4	5
8. Monitor customer preferences to determine focus of sales efforts.	0	1	2	3	4	5	6	7	1	2	3	4	5

	Not Relevant	Frequency							Importance				
		Once per year or less	More than once per year	More than once per month	More than once per week	Daily	Several times per day	Hourly or more often	Not Important	Somewhat Important	Important	Very Important	Extremely Important
9. Direct clerical staff to keep records of export correspondence, bid requests, and credit collections, and to maintain current information on tariffs, licenses, and restrictions.	0	1	2	3	4	5	6	7	1	2	3	4	5
10. Represent company at trade association meetings to promote products.	0	1	2	3	4	5	6	7	1	2	3	4	5
11. Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.	0	1	2	3	4	5	6	7	1	2	3	4	5
12. Direct foreign sales and service outlets of an organization.	0	1	2	3	4	5	6	7	1	2	3	4	5
13. Assess marketing potential of new and existing store locations, considering statistics and expenditures.	0	1	2	3	4	5	6	7	1	2	3	4	5
14. Prepare budgets and approve budget expenditures.	0	1	2	3	4	5	6	7	1	2	3	4	5
15. Visit franchised dealers to stimulate interest in establishment or expansion of leasing programs.	0	1	2	3	4	5	6	7	1	2	3	4	5

Frequency

Importance

	Not Relevant	Once per year or less	More than once per year	More than once per month	More than once per week	Daily	Several times per day	Hourly or more often	Not Important	Somewhat Important	Important	Very Important	Extremely Important
16. Confer with potential customers regarding equipment needs and advise customers on types of equipment to purchase.	0	1	2	3	4	5	6	7	1	2	3	4	5
17. Confer or consult with department heads to plan advertising services and to secure information on equipment and customer specifications.	0	1	2	3	4	5	6	7	1	2	3	4	5

Frequency

Importance

	Not Relevant		Once per year or less	More than once per year	More than once per month	More than once per week	Daily	Several times per day	Hourly or more often		Not Important	Somewhat Important	Important	Very Important	Extremely Important
<p>Additional Relevant Tasks Please write in additional relevant tasks and provide a rating.</p> <p>1. _____ _____ _____</p>	0		1	2	3	4	5	6	7		1	2	3	4	5
<p>2. _____ _____ _____</p>	0		1	2	3	4	5	6	7		1	2	3	4	5
<p>3. _____ _____ _____</p>	0		1	2	3	4	5	6	7		1	2	3	4	5
<p>4. _____ _____ _____</p>	0		1	2	3	4	5	6	7		1	2	3	4	5
<p>5. _____ _____ _____</p>	0		1	2	3	4	5	6	7		1	2	3	4	5