

INTERVIEW SCRIPT

1. Intro

- a. Would you like to help us for a minute, your opinion is very important to us
* Present that we are doing a school project.
- b. The questions will be around the topic of selling products online

2. Customer Segmentation

- a. How many people have you employed in your business?
- b. Are you running a product or service business?
- c. Are you selling products online?
- d. Have you experience from international sales?

3. Problem Questions

- a. Are you selling your product abroad?

Yes? THEN: „What channels are you using? Why have you not gone abroad? What have been your three main difficulties?+ more why questions to get more details

No? THEN: Why have you not gone abroad? What have been your main struggles when you entered the market in another country? Then why questions as well to get more details.

- b. POST-IT question: which of these would you define as challenges in online sales? Choose 3.
 - I don't know how to do it.
 - I'm not sure which ecommerce platform is the best for selling my products.
 - It is hard to attract people to buy from my online shop.
 - My customers are rather random, I don't have group of loyal, returning clients.
 - I don't have my own online shop, because I don't have technical skills to create it.
 - Selling online requires dedicated people to manage it.
 - Due to different costs (web maintenance, transaction, fees, shipment) I have create smaller margin on sales.
 - There are too many ecommerce platforms to sell.
 - It is hard to manage online sales, because I sell through different platforms/ marketplaces.
 - I don't succeed in combining marketing communication with online sales.
 - There is too big competition to my products on online selling platforms.
 - It is hard to sell abroad.
- c. Is there anything you'd add on POST-IT?

4. Solution Questions

- a. When gone abroad only:
 - How have you adapted to your new market?
 - Do you have experience with online sales? Tell about that experience.
 - Have you tried any other format for online sales, such as Affiliate sales? Tell about that experience.
- b. When not gone abroad:
 - Would you use the service of a firm which supports you to go abroad?
 - What would you like having as service for selling online?
 - A. Access to the best platforms /sites

- B. Help with setting up a store online
- C. Support in preparing all the content for selling online
- D. Help in creating the images necessary to sell online
- E. Consulting to develop a online sales strategy
- F. Advice on what sites I should use
- G. Other services. Tell us a little more about your needs

5. Conclusion

Thank you very much for your participation!

- Do you possibly know anyone else to interview?