

Jr Sales - Moderator's Guide

Introduction (3 minutes).

Hi [name]. My name is Michelle. Thank you for taking time out to participate in this study!

Before we get started, I want to let you know a little bit about what we'll be talking about today.

We've asked you to join us because we're interested in learning about your experience working in sales making high-volume calls, and any ways you may motivate yourself to succeed at your job and other aspects of your life.

I want to reassure you that there are no right or wrong answers and no judgements about anything you tell us. We just want to better understand your work and life experience.

We may have some others on the call who are interested in your feedback.

Thank you for signing the Consent form. Any questions about that?

[RECORD]

As mentioned in the consent form, I'll be recording the session. Are you okay with that?

Ready to get started?

Exploration of Work Experience, Mindset, and Motivation (35 minutes)

(Note: This discussion will be somewhat organic, but we'll be sure to cover all areas.)

- SALES EXPERIENCE
 - Now, I'd like to explore the information you provided to us ahead of this session to better understand your work experience in sales. If I understand correctly, you are in [industry]. Is that correct? And the company you work for is [company name].
 - How would you describe your current position? What does the work you do entail?

- How long have you been working in this position? How long have you been in this line of work overall?
- TYPICAL WORKDAY
 - How would you describe a typical day at work, from when you wake up in the morning to when your workday ends?
 - Where are you typically making sales calls from? [Workplace, home, somewhere else?]
 - How many hours do you put into a typical day? How many sales calls would you say you normally make in a day?
 - What proportion of these calls typically result in a positive outcome such as making a sale or booking a meeting? [Probe for good days and “off” days.]
 - What percentage of workdays are frustrating versus days that are fulfilling, on the whole?
 - What do you look forward to during a typical workday?
 - Are you working as part of a team? If so, can you describe what your interaction with your team is like. [Do you ever compare notes, learn from each other, share progress on Slack or other chat apps, etc.?]
 - Do you ever take breaks? If so, what types of activities do you engage in during your breaks?
 - What kind of activities do you typically engage in after work ends? [Probe for how you renew yourself. Probe for other interests and side hustles.]
- CONCEPTIONS AROUND MINDSET AND PERFORMANCE
 - What made you decide to get into sales? People are motivated by different things, so I’m wondering what motivates you. For instance, some people are all about team and culture, for others it’s about money, or helping people. Some like autonomy. What drives you? [Lifestyle, financial, pay debts, etc.]
 - How would you define success for yourself? What are you hoping to achieve or accomplish? [Probe for comparison to other generations]

- o In my notes, I see that you agreed with the following statement the most. Is that correct?

*“I believe that success comes from learning and growing and overcoming obstacles by stretching yourself.”

OR

*“I believe that success comes from having certain gifts and talents and learning and growing.” Is that correct?

- How well does this statement describe how you do your work in sales? How does it apply to other areas of your life, if at all?
- o Tell me about a time when you have felt really fired up at work. [Probe for specific actions or mindsets.]
 - Do you ever do anything in particular beforehand to get yourself ready to make calls? If so, what do you do before individual calls?
 - Do you ever try to get into a certain mindset or develop a particular attitude to help you succeed? If so, how do you do that?
 - How have you noticed that your mindset or attitude seems to affect your performance in any way? [Probe for immediate feedback.]
- o Tell me about a time you felt low energy, unmotivated or discouraged at work.
 - What do you typically do under these circumstances? Are you able to pull yourself out of a slump? How do you do so?
 - What do you typically do when people say “no,” rejecting a sales pitch?
 - How do you get motivated to keep going?

- EXISTING CONSUMPTION OF MOTIVATIONAL CONTENT

- o Now I'd like to talk to you about various activities you may engage in to motivate yourself.
 - Have you ever listened to music to improve your mood, for motivation?

- If so, what kinds of music do you tend to listen to? [Probe for artists, lyrics, mood, etc.] Why?
- How does the music affect you? [Probe for overall mood, getting juiced for the day, distraction from a crappy outcome, chill after a hard day, etc.]
- Do you tend to play different songs, make your own playlist, listen to a song over and over?
- How do you find this music?
- What platforms do you typically listen to music on? (E.g., Spotify, YouTube, Pandora, Apple Amazon, etc.)
- Have you ever watched videos to improve your mood, for motivation?
 - If so, what types of videos do you tend to watch? Why?
 - What platforms do you typically watch them on? (E.g., YouTube, TikTok, Instagram, etc.)
- Have you ever watched live streams on social media for motivation?
 - If so, who or what do you tend to watch? Why?
 - Which social media outlets do you watch them on?
- Do you ever watch videos or livestreams on your phone?
 - When and where do you typically do that? [Probe for if you watch content during the workday.]
- Have you ever read/listened to content such as empowering books, magazine articles, blogs, quotes, etc. to motivate yourself?
 - If so, what do you like to read?
 - Where do you typically find this content?
- Do you ever follow motivational speakers such as Tony Robbins, Joe Dispenza, [Brene Brown](#), [Mel Robbins](#), sports stars, celebrities, social media influencers, or other people to inspire you?
 - If so, who do you follow?

- Are there any people, whether alive today or from history, that you find particularly inspiring?
- What attracts you to them?
- Do any of these people (or the videos and live streams we just discussed) actually uplift you?
 - Have you noticed whether it makes a difference in your work life? [Probe for effects on performance.]
 - Do you share any of this kind of motivational content with friends or coworkers? [Do they share inspiring content with you?]

Hype App Feature Exploration (25 minutes)

Thank you for sharing your work experience with me. It's been helpful to learn about what motivates you.

Now I'm going to share with you a new concept for an app that plays 2-minute (motivational) videos and allows you to interact with others. [Ask MOVEO for a description here.]

I'm going to share my screen with you now. Can you see the app?

As you will see, there are [four static screens](#). The app is not interactive but imagine that it is for discussion purposes. I'll show the screens to you one at a time.

- o As you look at each screen, tell me what you are seeing and what you think about what you are seeing.
 - Let's look at the first screen now. What do you see?
 - Let's look at the second screen now. What do you see?
 - Let's look at the third screen now. What do you see?
 - Let's look at the fourth screen now. What do you see?
- o Now that you've had a chance to look over the four screens, what is your initial reaction to this concept?
 - What did you like about it? What did you not like about it?

Now I would like to show you an example of a video you could watch on this app. Can you see it on my screen? OK, I'll play it for you now. [Make sure you can clearly hear the audio.]

- o What is your initial reaction to the video?
 - How would you describe the video to someone else? [Probe for whether it seems motivational, like entertainment, etc.]
 - What did you like about it? What did you not like about it?
- o For the overall app experience -- including the video -- how would you describe what this app is about (to someone else)?
 - What features stand out as the most important or useful to you? Why?
 - What features seem less important to you? Why?
 - What other features do you wish were included in this app? What else do you wish you could do?
 - What other types of interactions would you like to have with others?
 - How often would you expect to see new videos?
 - What aspects of this concept could work better for you? [Probe for areas of improvement.]
- o Have you seen or used any other product that reminds you of this concept? How is this concept the same or different from what you've seen or used before? [Probe for differentiators and competition].
- o What do you think of the overall usefulness of this concept?
 - Under what circumstances could you see yourself using an app like this? [Probe for the likelihood that they'd use it at work and/or in life.]
 - Are there times during your workday when you'd be able to watch videos and interact with this app? [Probe for whether they'd hide using the app or engage with it out in the open and share it with others.]
- o What is the likelihood that you would purchase this app, or expense it at work? Why?

- o Who else do you think might be interested in this product? Why?
- o Creative respondent question: If you could build your dream version of this app, based on what you like and dislike about the content that's already out there, what would the app be like?

Wrap-up (5 minutes)

That's all the questions I have. Is there any additional information you'd like to share? Anything we haven't touched on yet?

Thank you again for taking the time to participate today. I've really appreciated your thoughts and insights.

I'll let WatchLab know we completed your session and they will be in touch with your payment. Have a wonderful rest of your day!

How to make sure audio is shared on Zoom?

Sharing audio with shared content

1. Start or join a Zoom meeting.
2. Click on Share Screen on the meeting toolbar.
3. Select the program or desktop you wish to share.
4. **Select Share Sound in the bottom-left corner of the share selection window.**