

**INSTRUCTION FOR MENTOR****ENTREPRENEURSHIP**

**2. Theme** Entry strategies and new business opportunities  
**Exercise** “What kind of entrepreneur would I be?”

**Amended by:** Anu Vihonen, Annanet, Finland.

**Based on:** the book ”Kohtaamisen iloa”, Ritva Piispanen, Finland  
Test results developed by Anu Vihonen

**Aim:** To give the Mentee a possibility to examine his/her behaviour as an entrepreneur in different customer service situations. The test result will tell the mentee his/her current capability and motivation for starting a business as an entrepreneur.

**Expected duration:** 20 min.

**Learning outcome:**

Ability to analyse which entrepreneurial opportunities the mentee should explore based on his/her skills and interests.

**Description:** We all react and behave in our own way in different situations when we interact with other people. There are no right or wrong reactions because people are different and situations vary. However, as an entrepreneur, the mentee has to pay special attention to his/her behaviour so that his/her clients feel comfortable in cooperation with him/her. In all interaction situations an entrepreneur is actually selling his/her goods or expertise. In the following test the mentee has a possibility to study and estimate his/her behaviour as an entrepreneur when cooperating with his/her customer.

**Steps for performing the exercise:**

- I. Mentor introduces the theme and the exercise to the mentees.
- II. Mentor explains the aim of the exercise and how to perform it.
- III. There are 3 steps in this exercise:
  - 1 **Step:** Mentees perform task individually.
  - 2 **Step:** The Mentor comments the results for Mentees according the points gathered.
  - 3 **Step:** The Mentor comments each statement and invites Mentees to discuss their choices.

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**1 step****HANDOUT FOR MENTEE****Task for mentee**

In this exercise there are customer service competence related questions for you. Every question has two completed answers which are contrary to each other. Please select your answer by using a scale from 1 to 7. Give your answers truthfully and mark your selection.

For example if you fully agree the answer on the left, select number 1; in case you fully agree the answer on the right select number 7. In case you do not agree either of the answers but your answer would be somewhere in the middle, please select between the scale from 2 to 6.

When making this test, imagine that you as an entrepreneur are cooperating with your customer. At the end of the test you will receive your results.

Let's start.

**1. How do I listen to other people?**

1      2      3      4      5      6      7

Poorly,  
I often interrupt them,  
I am short-tempered

I am interested,  
I always try to understand

**2. Is it easy for me to trust the other people?**

1      2      3      4      5      6      7

I am sceptical; usually  
I feel like I would be on the alert

I am ready to trust the others

**3. How do I show my feelings?**

1      2      3      4      5      6      7

I hide my feelings,  
I am reserved

I express my emotions freely

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**4. How do I react when I am evaluated or criticized?**

1            2            3            4            5            6            7

I turn the others down,  
it is difficult for me to accept criticism

I am interested in feedback,  
I try to learn about  
that

**5. Am I able to understand how other people are feeling?**

1            2            3            4            5            6            7

It is difficult for me  
to understand how others are feeling

It is easy for me  
to understand how other  
are feeling

**6. How do I react if there is a quarrel when I'm entering to my customer's office?**

1            2            3            4            5            6            7

I try to smooth the situation

I let people to express their  
feelings and emotions

**7. What shall I do if others disagree with me?**

1            2            3            4            5            6            7

I contradict

I help the others to explain  
their thoughts and ideas

**8. How do you react to the sympathy and positive feelings you receive from other people?**

1            2            3            4            5            6            7

I do not like it at all,  
I am not familiar with that kind of reactions

I like that people express  
their positive feelings for me

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2 step

**EXPLANATION OF THE RESULTS****Task for Mentor**

The mentees should count the results by summing their answers.

Below you will find explanation of the results based on the points gathered by mentee. Please explain the results to mentees.

**Points 8 – 24****Thank You for taking the test!**

There are no wrong or right answers in this test because situations are different. However, in order to develop your interaction skills as an entrepreneur, you could try to discover if there are some situations where you could change your attitude more towards the answers on the right side of the scale. The more you understand your customers the easier the interaction with them will be. The smooth interaction will most probably bring more business.

**Points 25 – 45****Very well!**

In general you as an entrepreneur have the right attitude in communication and interaction with your customers. In most cases you are acting in very appreciative way. However, think the situations where you could change your thinking and behavior more towards like in the answers on the right side of the scale. Are there any situations you could be even tougher?

**Points 46 – 56****Congratulations!**

You are emotional, you have excellent interaction skills and in most cases it is easy for you to communicate and understand your customers. Keep that attitude as an entrepreneur. However, in business life there might become situations where one has to be tough enough. For example your customers are not allowed to hurt you and you have the right to express your own opinions. Are there any situations where you should be less appreciative?

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**3 step**

**DISCUSSION BASED ON THE QUESTIONS****Task for mentor**

Below you will find the comments for each question. Please discuss the answers of the mentees to these questions.

**1 Question: “How do I listen to other people?”****Comment:**

Why is it important that an entrepreneur is a good listener, what does it give to the customer service situation?

It is important to be attentive when you listen to your customer. Listening competence is one of the most important entrepreneurial skills which will help you to understand your customer in a correct way. It is important not to interrupt him/her during the communication process. By listening you respect the opinions of him/her. **Advice:** How to be a better listener?

**2 Question: “Is it easy for me to trust the other people?”****Comment:**

Why is it important to trust the customers?

Trusting your customer will give the basis for the continuous business and partnership. When you as an entrepreneur trust your customer, he/she will feel that. Without trust and confidence the business will not continue.

**Advice:** Why do I need to trust the other people?

**3 Question: “How do I show my feelings?”****Comment:**

Why is it important to show your own feelings for the customer? What does it give to the communication process?

When you show your **positive** feelings your client most probably likes to make business with you. Communication between you and him/her will be more relaxed. Pay attention for not showing the negative feelings for your customer; in certain cases you might lose the business with him/her.

**Advice:** How shall I increase my positive emotions for the customers?

**4 Question: “How do I react when I am evaluated or criticized?”****Comment:**

Why is it important to react properly when you are evaluated or criticized by the customer? What does it give to the communication process?

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You'll get valuable feedback when you're calmly listening to the customer who criticizes you. Take the criticism as a learning process which will help you to correct your way of action and in that way you'll make better business in the future.

**Advice:** What is a proper reaction to criticism received from a customer?

**5 Question: “Am I able to understand how other people are feeling?”****Comment:**

Why is it important to understand how other people are feeling?

When you as an entrepreneur understand the feelings of your customer you'll see the situation from his/her point of view. It will make the communication between you and him/her easier and your customer can feel accepted. This will most probably strengthen your business relationship.

**Advice:** How to make easier to understand other's feelings

**6 Question: “How do I react if there is a quarrel when I'm entering to my customer's office?”****Comment:**

Why is it important to let customers express their feelings?

Most often it's not your task as an entrepreneur to try to smooth the situation in your customer's office; just look and follow the situation and in that way learn more about your customer. Maybe you do not know all the details which have led to the quarrel.

**Advice:** Why is better not to participate quarrel in customer's office?

**7 Question: “What shall I do if others disagree with me?”****Comment:**

Why is it important to have different opinions?

It is very important to have a possibility to let customers disagree with you. Different kinds of opinions and the constructive conversation is the only way to develop business between you and your customer. Think about the situation that you and your customer are always of the same opinion of everything. In that case there would not be development for affairs and for you as an entrepreneur.

**Advice:** How to benefit from disagreements?

**8 Question: “How do you react to the sympathy and positive feelings you receive from other people?”****Comment:**

Why is it important to let customers to express their positive feelings for me?

By showing positive feelings and sympathy your customer wants to show that he/she likes you as a person and likes to make business with you as well. It's great feedback for you as an entrepreneur, if you receive positive feelings from customers.

**Advice:** How to expand positive feelings in all business situations?