SALES SKILLZ – FOR QA EXPERTS

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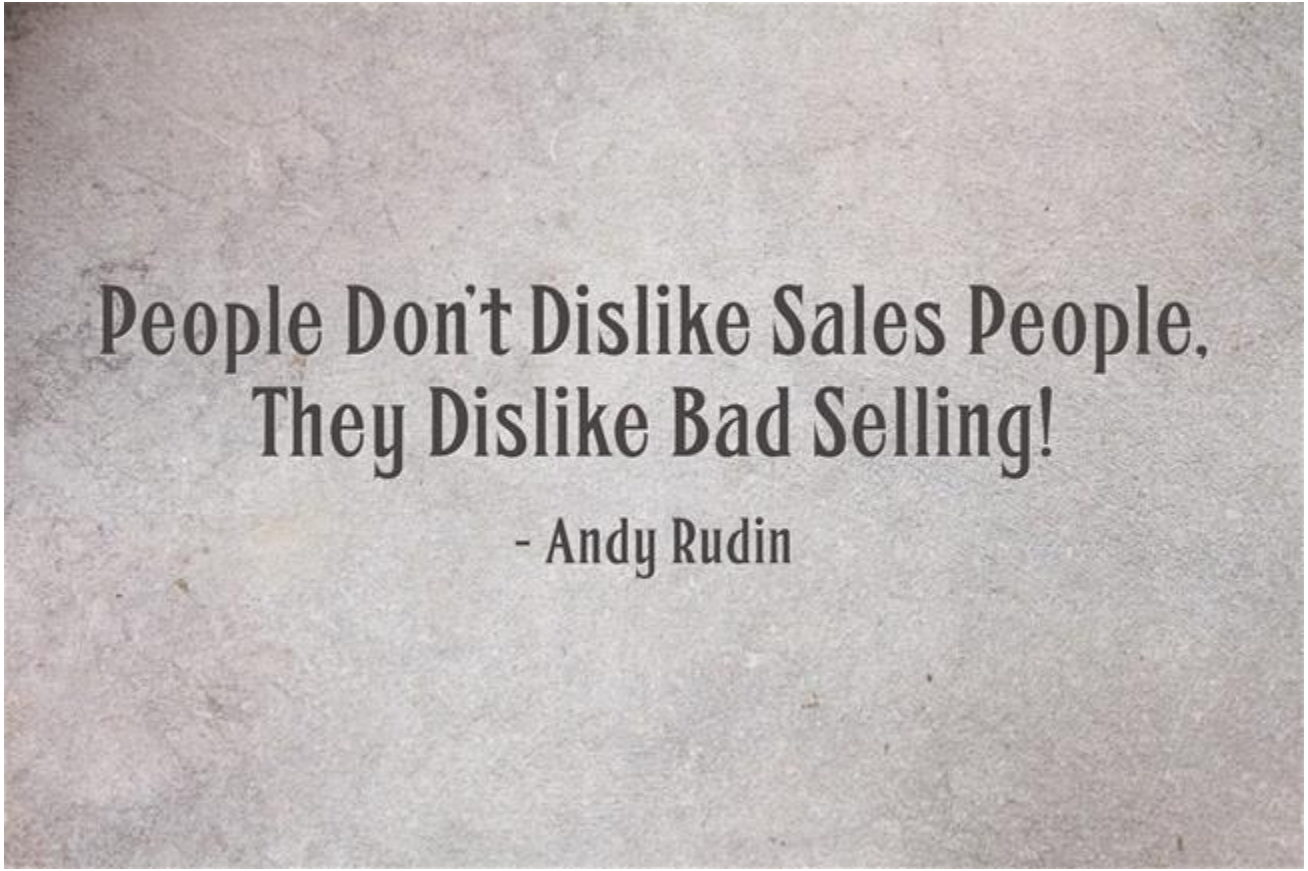
1/2
PRICE
mr Bean

CONTRACT

Trust me,
it will work.

WAIT WAIT,
I CAN'T HEAR YOU OVER THE SOUND OF
HOW AWESOME I AM
quickmeme.com


People Don't Dislike Sales People,
They Dislike Bad Selling!
- Andy Rudin

PLAN

1. WHY?
2. 7 SKILLZ AND APPROACHES
3. MAPPING TO QA EXPERTS' LIFE
4. LEARNING MORE
5. QUESTIONZ

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YOUR PERSPECTIVE

Any experience in sales?

MY PERSPECTIVE

PLAN

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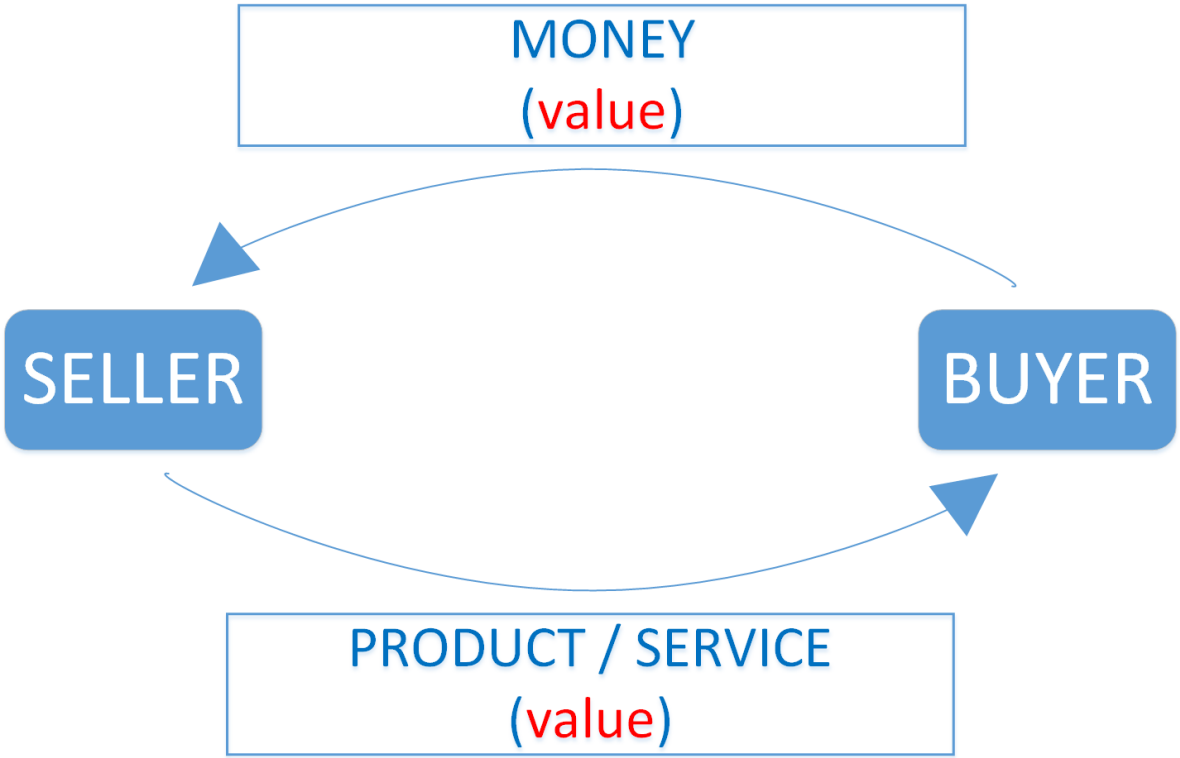
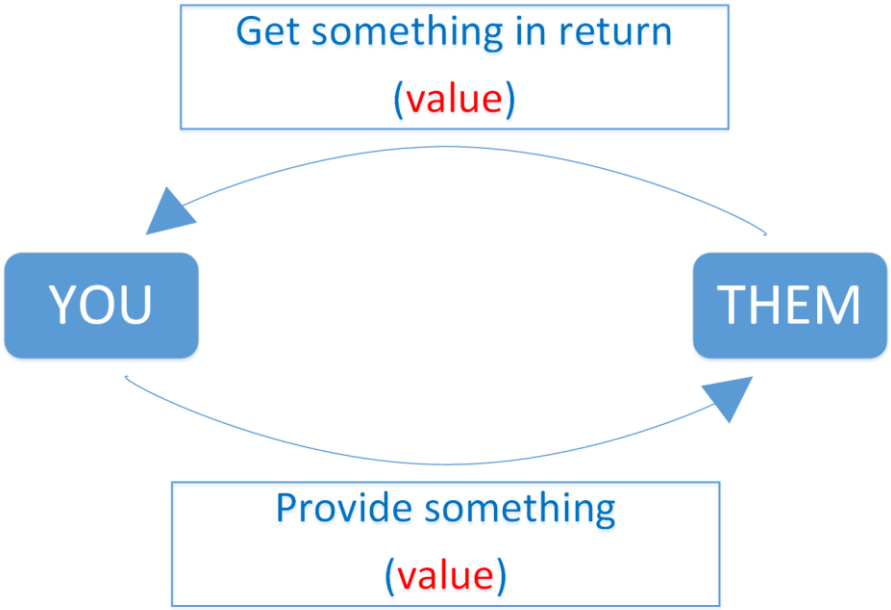
A SALE



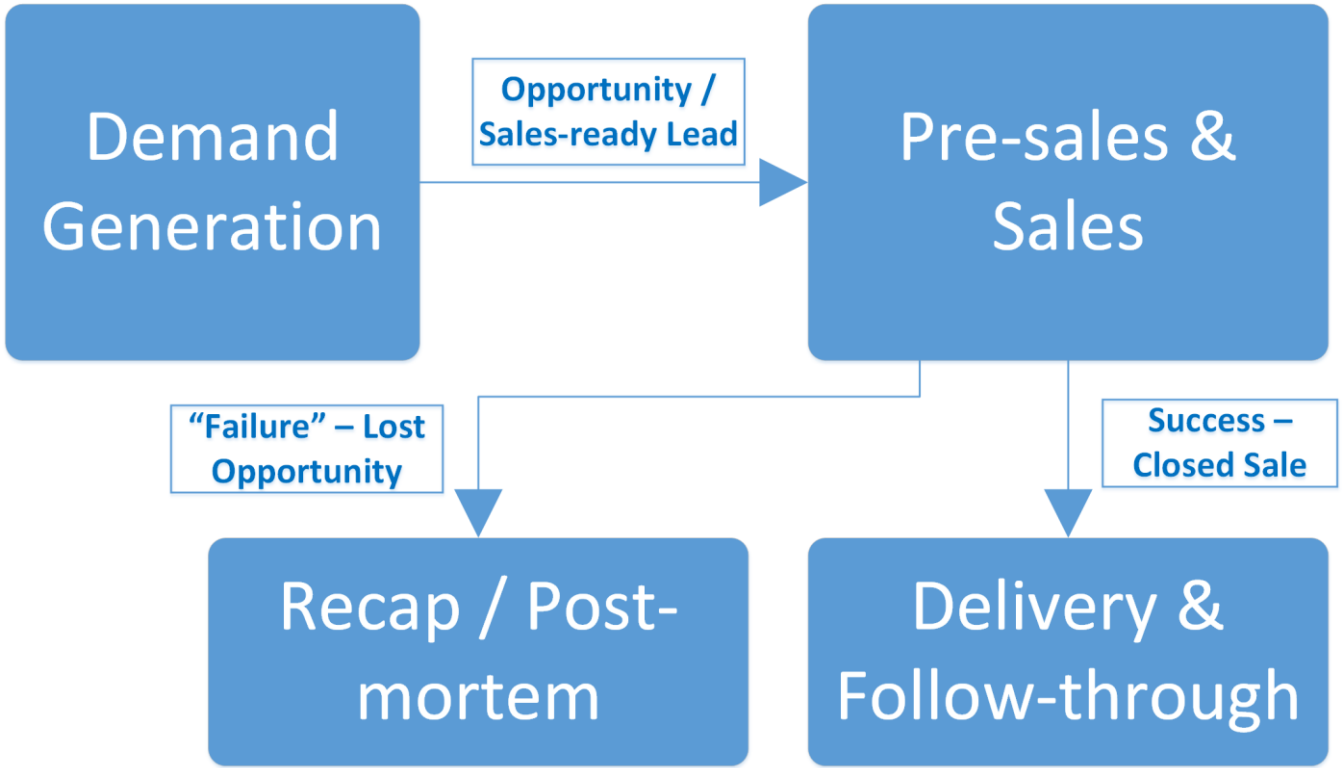
A ”SALE” – IN THE BROADER CONTEXT

- convince
- make a motivated proposal
- negotiate effectively

How do you define success?



SELLING – AS A PROCESS



"SELLING" – IN THE QA EXPERT'S CONTEXT

QA Expert's Work	QA Expert's Career	(IT) Sales
introduce automated testing	**new job @ a new company**	start-up
start using a new tool	promotion to a new role	your own company
implement a process change	switch to a PM/AM role	pre-sales engagements
justify team size increase	speak at conferences :)	
convince developers to…		

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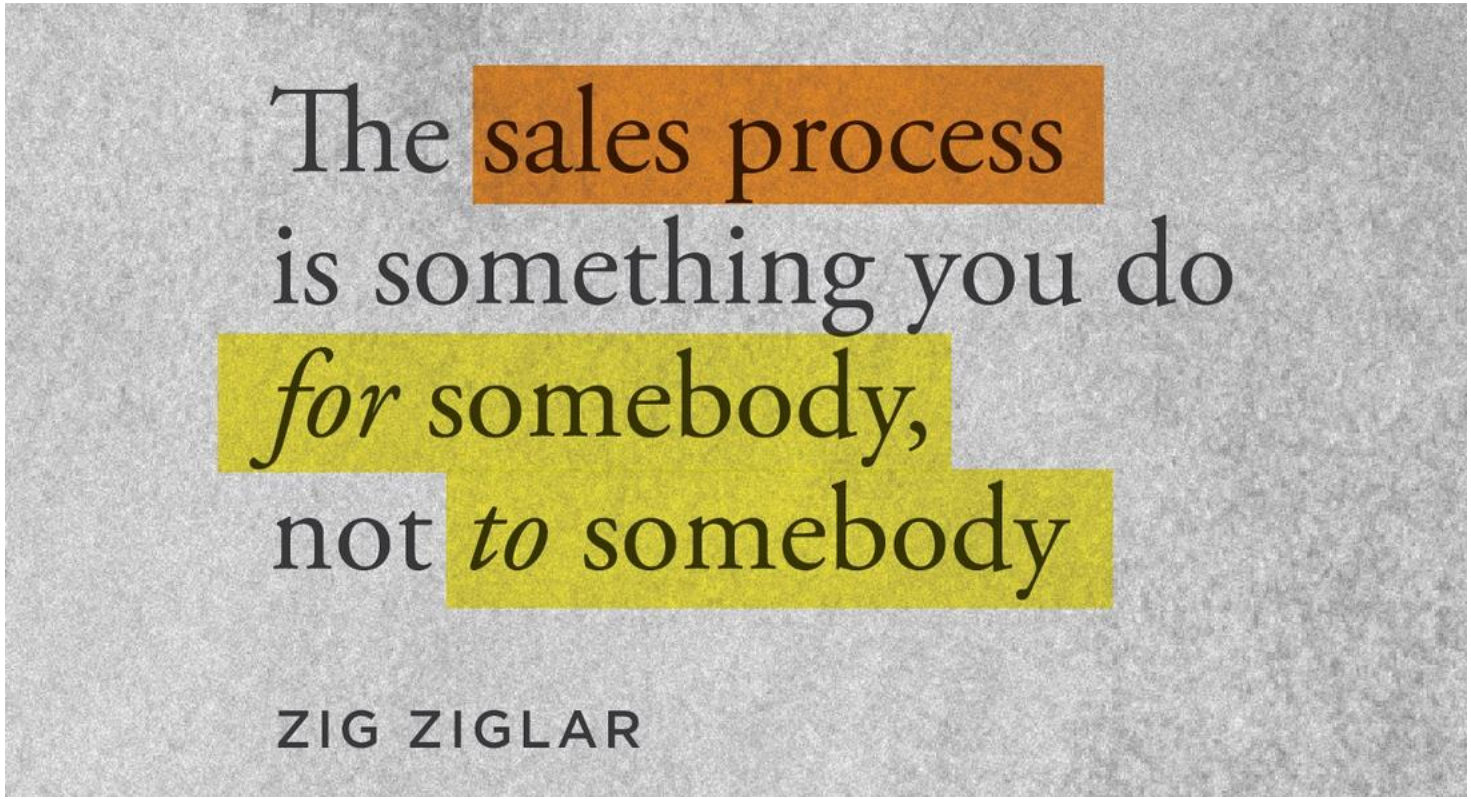
IN GENERAL...


The sales process
is something you do
for somebody,
not to somebody
ZIG ZIGLAR

#1 – DON'T SELL

- Look for win-win cases and fits
- Focus on client's end results - and not on you or your product/service
- Be 100% committed to delivering client's success
- Don't go for the deal at all costs, ever

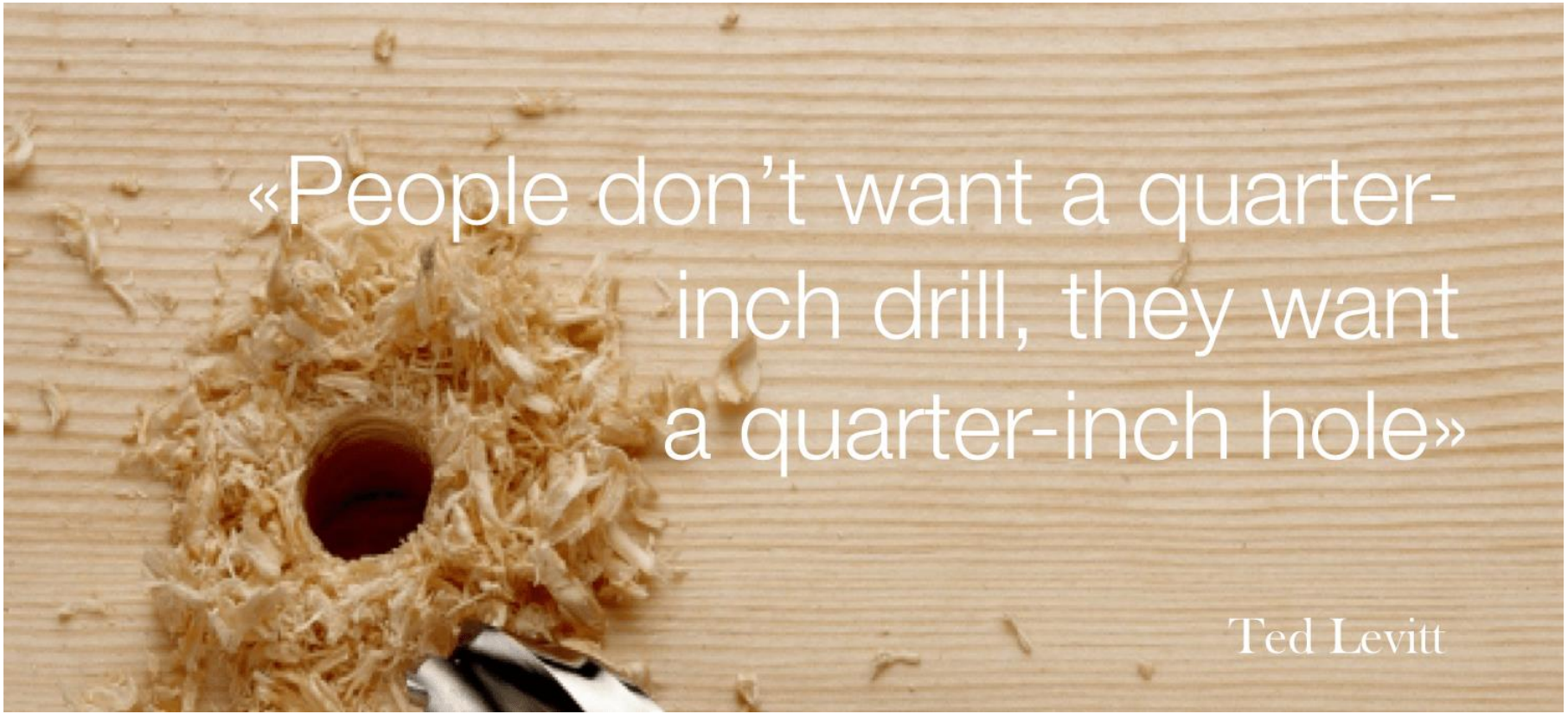
“The difference between involvement and commitment is like ham and eggs. The chicken is involved; the pig is committed.

martina navratilova

#2 – BE A ~~SALES~~ EXPERT

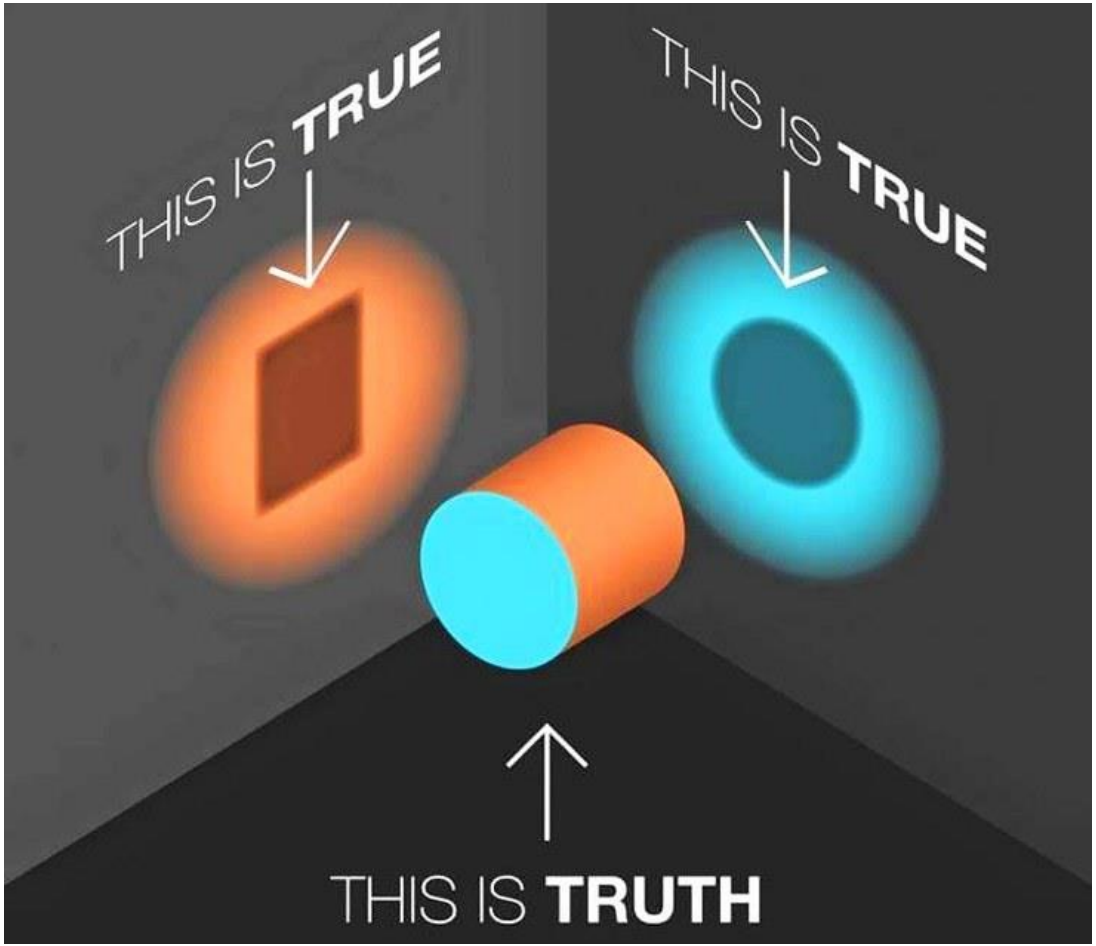
- know in detail and believe in what you sell
- be an expert in successfully delivering **value** through your product/service

  (hardly anyone buys your product/service for the sake of having it)


«People don’t want a quarter-inch drill, they want a quarter-inch hole»
Ted Levitt

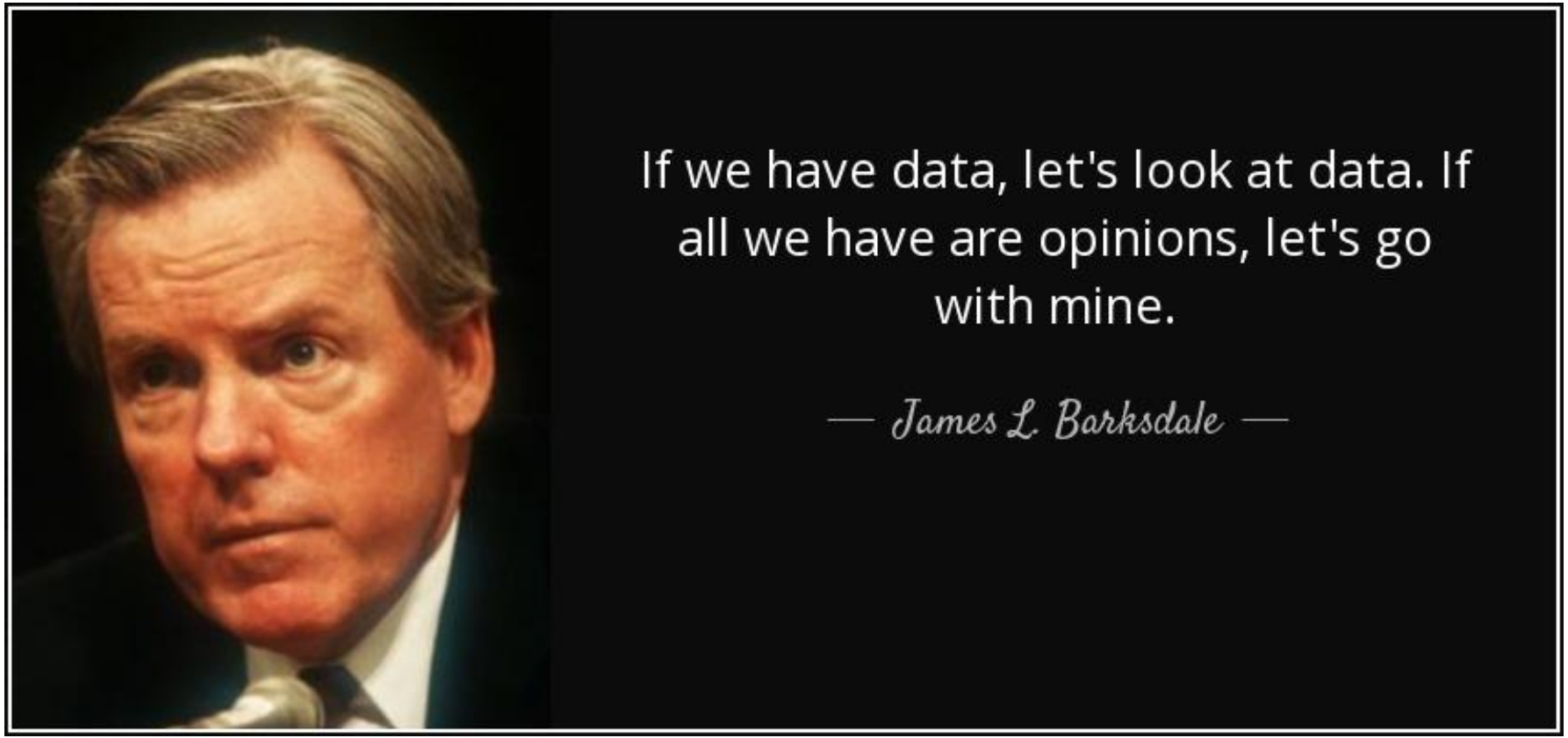
#3 – CONTEXT AND PERSPECTIVE – MIND THE GAP

- everybody has their own unique agenda and perspective
- understand their business priorities (not buying priorities)
- try to eliminate assumptions
- look for common context


THIS IS TRUE
THIS IS TRUE
THIS IS TRUTH

#4 – THIRD-PARTY VALIDATION, EXAMPLES, FACTS, DATA

- Well done is better than well said
- Achievements vs. just experience
- Referenceable examples
- Data and facts vs. claims/opinions


If we have data, let's look at data. If all we have are opinions, let's go with mine.
— James L. Barksdale —

#5 – FAIRNESS, INTEGRITY

- don't lie and be 100% precise in what you claim – be able to get into details
- do discuss risks and potential problems
- don't always agree with the client
- always do the right thing, even when "no one is watching you"

#6 – STAKEHOLDERS, DECISION-MAKING PROCESS

- know who will be listening/reading – their priorities, what they do and don't understand, etc.
- manage expectations during the process - be there for them
- make it easy for them in their next steps internally – with the right information in the right format

#7 – DELIVER EFFECTIVE CONTENT

- Comprehensible and audience tailored
- Structure and format
- Executive summaries / diagrams / etc.
- Present effectively
- Anticipate questions – and be prepared with answers

...AND 2 "BONUS TRACKS"

1. Get a thrill from what you do / your company does

2. Pricing and what you get – aim reasonably high
   - Analyze what value your client gets from you
   - Be ready to negotiate and adapt
   - Research and have an eye on the competition

WRAP-UP – 7 SKILLS AND APPROACHES

#1 Don’t Sell (consult and “be the pig”)

#2 Be a ~~Sales~~ expert

#3 Context and perspective – mind the gap

#4 Third-party validation, examples, facts, data

#5 Fairness, integrity

#6 Stakeholders, decision-making process

#7 Deliver effective content

RELEVANT?

Yes ---> please **raise your hand**

No ---> stand still ☺

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justify team size increase	speak at conferences :)	
convince developers to…		

#1 – DON'T SELL

Introducing Automated Testing	Getting a New Job @ a New Company
• win-win: solve the team's "pain" while achieving project goals • consult from the very beginning • understand concerns - and calibrate your plan and proposal accordingly • invest in initial research & analysis • take your part of the initial risk • start small – phased approach	• win-win: discuss and understand the company and team goals • evaluate and discuss IF and how you could be a good fit • show you understand the risk the company takes - and be ready to take your part in it (e.g. trial period at much smaller salary)

#2 – BE A ~~SALES~~ EXPERT

Introducing Automated Testing	Getting a New Job @ a New Company

• know the “what”
• know the “how”
• know the “who”
• have a plan (phased)
• know well any tooling that will be used
	• do your analysis – on:
	  ○ the specific role
	  ○ the big picture
	  and articulate clearly how with your skills you THINK could add value
	• strive to be proficient in the technical and process areas of interest to them

Automated Testing for **Application Name** –

Technology Stack Research Report (v. 2.0)

Contents

1 **PLATFORM NAME** and its relation to testing 2

2 Selenium & TestNG - Solution Characteristics (used in **Application Name 2**) 3

Overview 3

Custom extensions 4

Challenges overcome in the **Application Name 2** 6

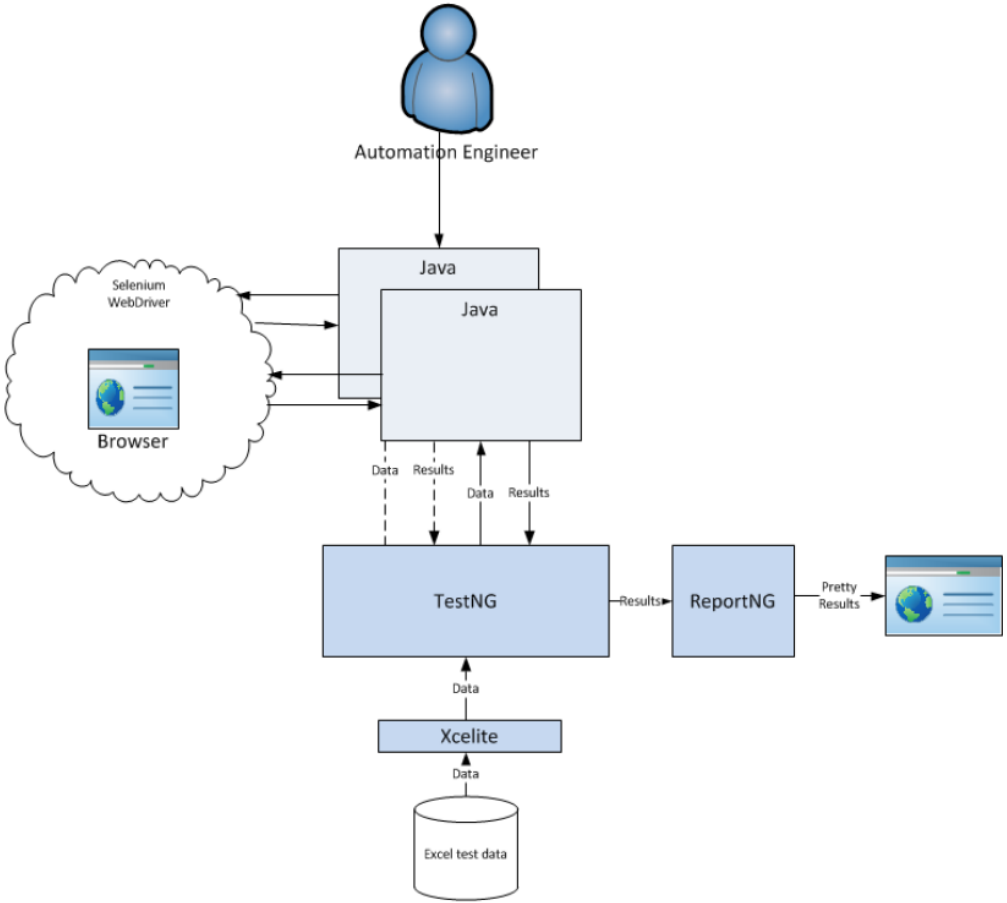
PLATFORM NAME-specific modules 7

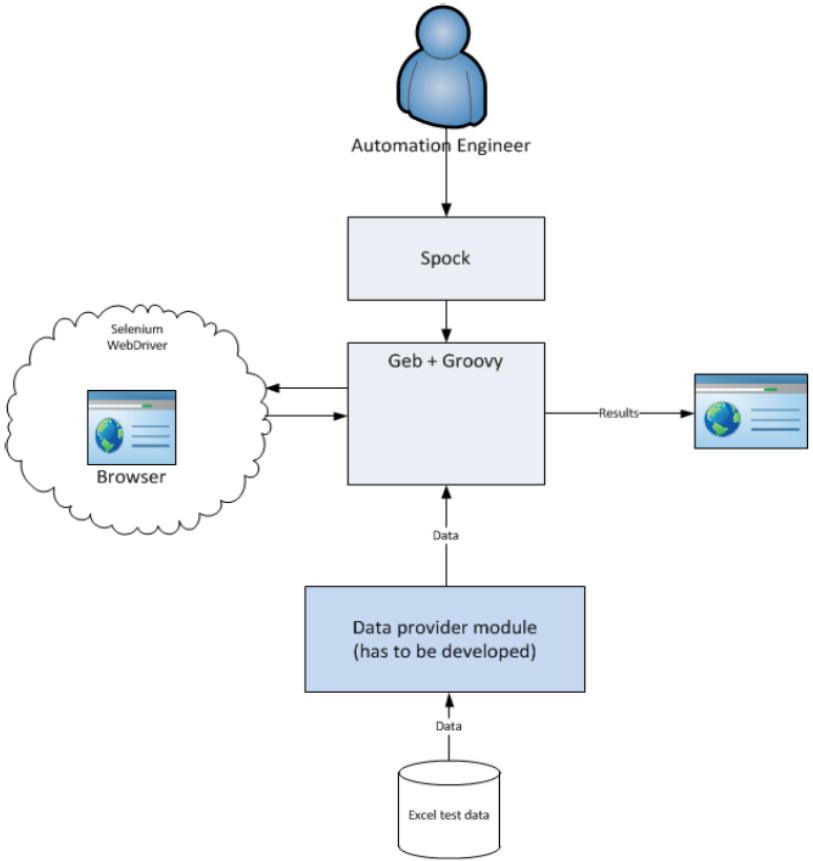
3 Geb & Spock - Solution Characteristics 9

4 Comparison Between The Two Alternatives 11

5 Musala Soft suggestion for the technological stack 14

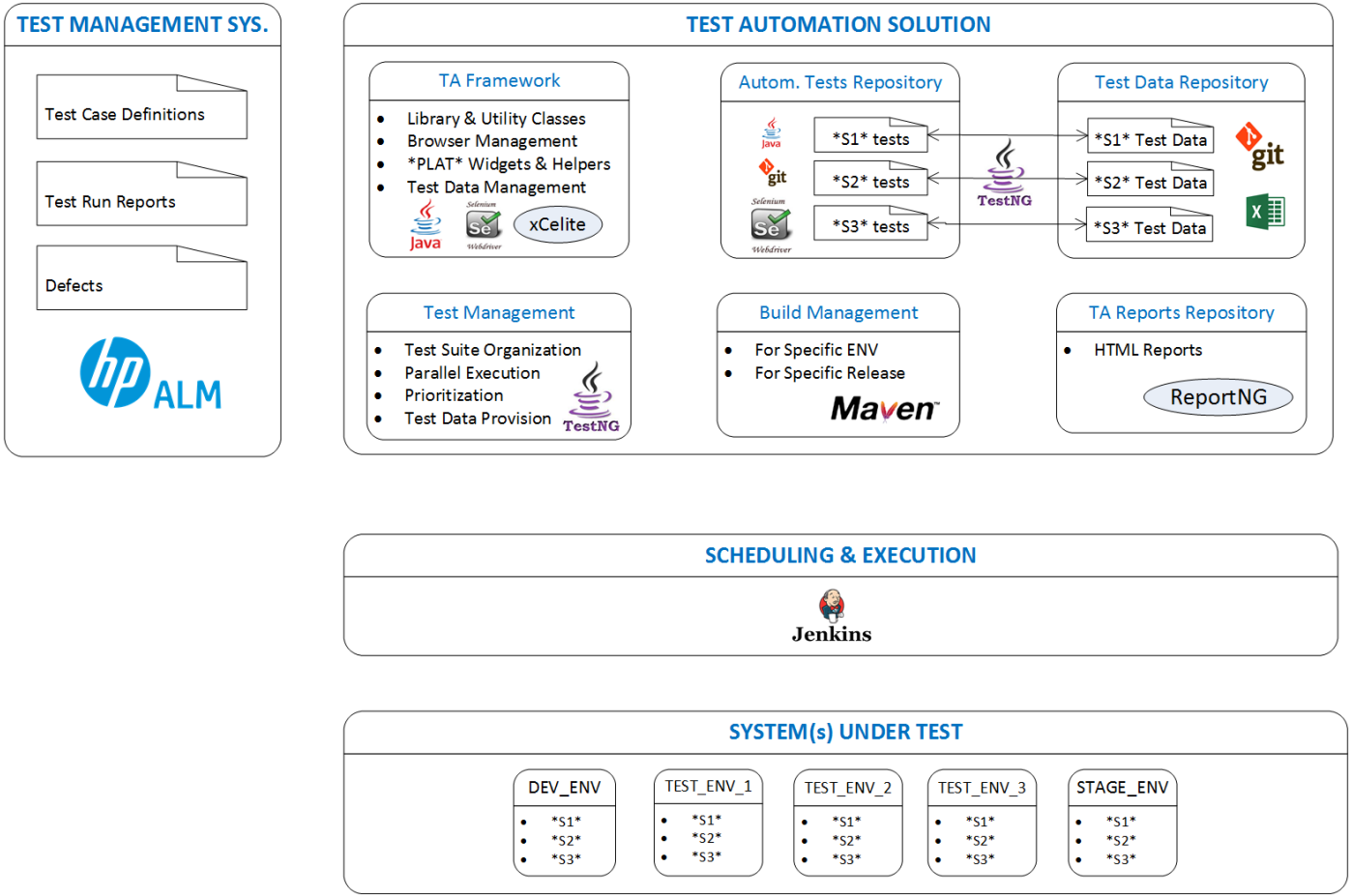
6 Environments, Infrastructure and Tools 16

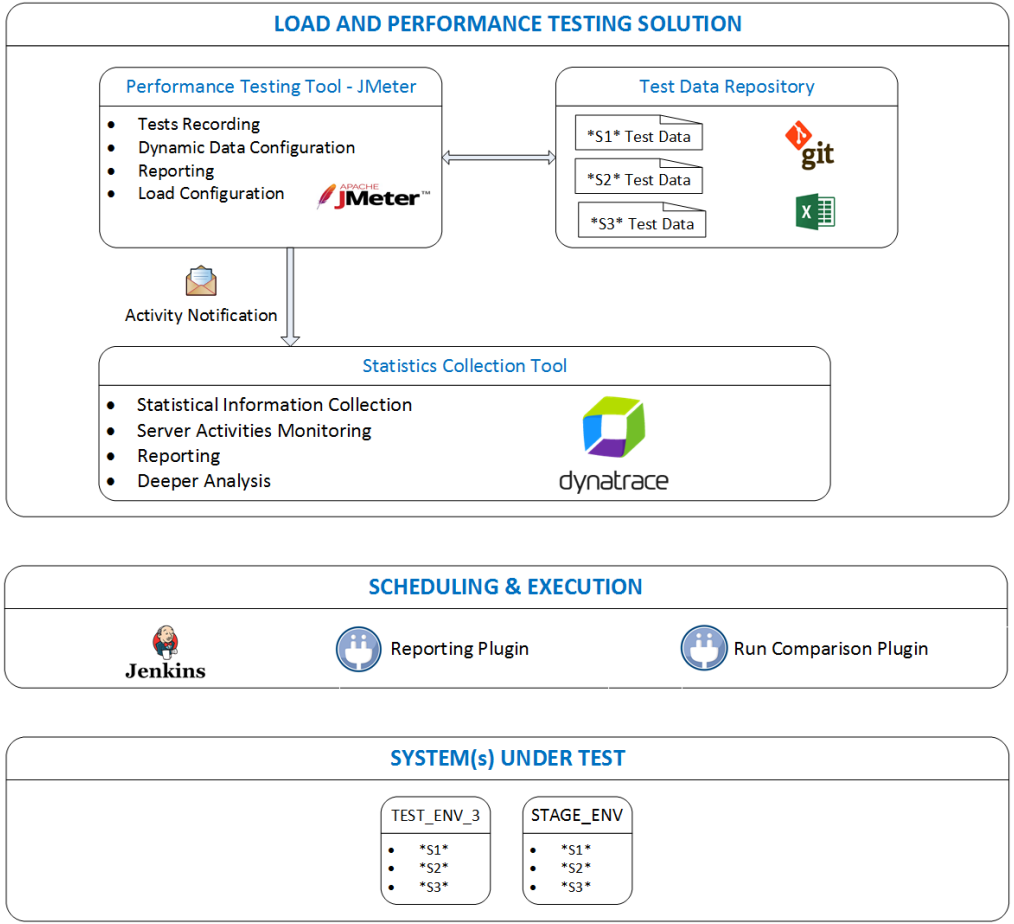

Automation Engineer
Java
Java
Selenium
WebDriver
Browser
Data
Results
Data
Results
TestNG
Results
ReportNG
Pretty
Results
Data
Xcelite
Data
Excel test data


Automation Engineer
Spock
Selenium
WebDriver
Geb + Groovy
Browser
Results
Data
Data provider module
(has to be developed)
Data
Excel test data

ID	Category	Geb + Spock	C.	Selenium + TestNG + JUnit
1	foundation	Uses Web Driver (Selenium) to interact with the browser.	=	Uses WebDriver (Selenium) to interact with the browser.
2	test fundamental	Web elements can be waited for both implicitly and explicitly – these two techniques are needed to test applications that are asynchronously loading page elements. Especially as the latter appear with various delays.	=	Web elements can be waited for both implicitly and explicitly – these two techniques are needed to test applications that are asynchronously loading page elements. Especially as the latter appear with various delays.
3	test fundamental	Test data can be fed in through Excel, CSV, etc. files.	=	Test data can be fed in through Excel, CSV, etc. files.
...	...	...	=	...
6	understandability	More human-like scripts.	>	More verbose code.
8	test advanced	Can handle branching navigation natively (meaning different next pages opening for different values selected on the current page).	>	More complex code needed to handle branching navigation.
9	reusability	Dynamic language makes it easier to write test utilities.	>	More expertise needed to create test utilities.
...	...	...	>	...
12	Maintainability	Written in Groovy, language that is not used by current team members.	<	Plain Java, the language in which the applications are written.
13	development	Poor IDE support.	<	Good IDE support.
14	Reliability	Exists for about six years, although community support is improving, still lagging behind.	<	The most popular and used technology stack. Open-sourced. Big community. One can rely on good support.
...	...	...	<	...

ID	Aspect	"Winner"	Rationale
6	Test project backbone	Selenium + TestNG	All the addons implemented for the **Application Name 2** solution are listed above. Most of those will have to be implemented anew for the **Application Name** if the technological stack is switched (all but the JS framework).
7	Setup	Selenium + TestNG	It took some hours to get the **Application Name 2** automation working in **Client Name** infrastructure. It should be expected that similar amount of time will be needed for Geb-based solution.
8	Page waits	Geb + Spock	Geb has more configurable conditions for page loads that will make the tests more stable and precise.
9	Iframe support	Geb + Spock	As Java is static and strongly typed it was a struggle to get solution to the iFrame problem half as neat as is provided out-of-the-box in Geb.
10	Maturity	Selenium + TestNG	The fact that Selenium has far bigger community justifies why there are many more plugins and extensions available for this stack. Furthermore, as there are more resources in internet, problems are easier to resolve with this stack.
11	Branching navigation	Geb + Spock	In several occasions in **Application Name 2** application pages in a user flow show only if specific conditions are met (e.g. confirmation of deletion if related objects exist). Geb handles such situations a lot more neatly than what is done in **Application Name 2**.
12	Test data loading	Selenium + TestNG	With **Application Name 2** stack both Xcelite and TestNG make it easier to separate test data from scripts. With Geb there's no out-of-the-box solution.
13	Understandability	Geb + Spock	Geb tests will definitely be easier to understand. However, it should be noted that writing in Geb still requires technical expertise and cannot be done by non-technical people.
14	Side effects	Selenium + TestNG	Although dynamic languages allow you to do more easily extensions that require more code and tweaks in static ones the effect of a single not-well thought modification can be very negative and hard to trace.
15	Dynamicity	Geb + Spock	It is easier to write test utilities in dynamic languages.
16	IDE support	Selenium + TestNG	Spock is so specific DSL that there is no IDE that supports it well. For example compilation errors will be reported and auto completion and navigation options will be limited. This will affect the efficiency of the people creating the automated tests.
17	Language knowledge	Selenium + TestNG	Java is better known in **Client Name**, thus it will be easier for everyone in the team to write in the **Application Name 2** stack.
18	Customizable test reports	Selenium + TestNG	While we were able to get nicely looking test report in **Application Name 2** the report of Geb execution is very basic and there are far fewer options for improvement.
19	Relative element selection	Geb + Spock	In **Application Name 2** solution we had to copy-paste several times the common part of xPath between related elements. This means that if the DOM of the targeted page was changed in a way that affects the common part it had to be changed in several places. This will be resolved if Geb is used.


TEST MANAGEMENT SYS.
Test Case Definitions
Test Run Reports
Defects
ALM
TEST AUTOMATION SOLUTION
TA Framework
Library & Utility Classes
Browser Management
PLAT Widgets & Helpers
Test Data Management
Java
Selenium Webdriver
xCelite
Autom. Tests Repository
S1 tests
S2 tests
S3 tests
TestNG
Test Data Repository
S1 Test Data
S2 Test Data
S3 Test Data
git
Test Management
Test Suite Organization
Parallel Execution
Prioritization
Test Data Provision
TestNG
Build Management
For Specific ENV
For Specific Release
Maven
TA Reports Repository
HTML Reports
ReportNG
SCHEDULING & EXECUTION
Jenkins
SYSTEM(s) UNDER TEST
DEV_ENV
S1
S2
S3
TEST_ENV_1
S1
S2
S3
TEST_ENV_2
S1
S2
S3
TEST_ENV_3
S1
S2
S3
STAGE_ENV
S1
S2
S3


LOAD AND PERFORMANCE TESTING SOLUTION
Performance Testing Tool - JMeter
Tests Recording
Dynamic Data Configuration
Reporting
Load Configuration
JMeter
Test Data Repository
S1 Test Data
S2 Test Data
S3 Test Data
git
Activity Notification
Statistics Collection Tool
Statistical Information Collection
Server Activities Monitoring
Reporting
Deeper Analysis
dynatrace
SCHEDULING & EXECUTION
Jenkins
Reporting Plugin
Run Comparison Plugin
SYSTEM(s) UNDER TEST
TEST_ENV_3
S1
S2
S3
STAGE_ENV
S1
S2
S3

#3 – CONTEXT AND PERSPECTIVE – MIND THE GAP

Introducing Automated Testing	Getting a New Job @ a New Company

• talk their language
• how much it will cost – to setup and to operate
• what would be the tangible benefits
  ○ man-days work saved per Sprint
  ○ shortened time to market
• other factors – high-prio releases ahead, tight deadlines, etc.
	• verify all assumptions you might have for you being a good fit
	• ask questions during the interviews - esp. in the beginning – so you understand the context better and tailor your answers to it

#4 – THIRD-PARTY VALIDATION, EXAMPLES, FACTS, DATA

Introducing Automated Testing	Getting a New Job @ a New Company

• reference – a team in your company is doing it, or you did it in the past?
• external research data (not tool vendor's materials) – for similar context?
• quantify both benefits and costs
• commit to and track metrics/KPIs
	• references
	• public code / articles / portfolios
	• conferences
	• when asked about a skill:
	  ○ share experience with examples
	  ○ talk about achievements

Test Case ID	Test Case Steps	Module ID	Module Description / Notes	Module Used In
	1, 2, 3	1		All tests except T03
	4,5	2		All tests except T03
	6,7,8,9	3		All tests except T02
	10,11,12,13,14,15,16	4		All tests except T02
	1,2,3	1	< see module description above >	< see above >
	4,5	2	< see module description above >	< see above >
	6,7	5		T02, T04, T05, T06
	8,9	6		T02, T06,
	1,2,3,4,5	7		T03 and all next test cases with Prolongation option will reuse this (currently one such test)
	6,7,8,9	3	< see module description above >	<see above>
	10,11,12,13,14,15	4	< see module description above >	<see above>
	1,2,3	1	< see module description above >	<see above>
	4,5	2	< see module description above >	<see above>
	6,7	5	< see module description above >	<see above>

	8,9	8	[illegible]	T04, T06, [illegible]
	10,11,12,13,14,15	3	< see module description above >	<see above>
	16-22	4	< see module description above >	<see above>
[illegible]	1,2,3	1	< see module description above >	<see above>
	4,5	2	< see module description above >	<see above>
	6,7	5	< see module description above >	<see above>
	8,9	9	[illegible]	T05 and T06
	10-14	3	< see module description above >	<see above>
	15-22	4	< see module description above >	<see above>
[illegible]	1,2,3	1	< see module description above >	<see above>
	4,5	2	< see module description above >	<see above>
	6,7	5	< see module description above >	<see above>
	8,9	9	< see module description above >	<see above>
	10,11,12,13	8	< see module description above >	<see above>
	14,15,16,17	6	< see module description above >	<see above>
	18-22	3	< see module description above >	<see above>
	23-29	4	< see module description above >	<see above>
[illegible]	1,2,3	1	< see module description above >	<see above>
	4,5	2	< see module description above >	<see above>
	6-10	3	< see module description above >	<see above>

Number of Tests and User Actions automatically executed DAILY

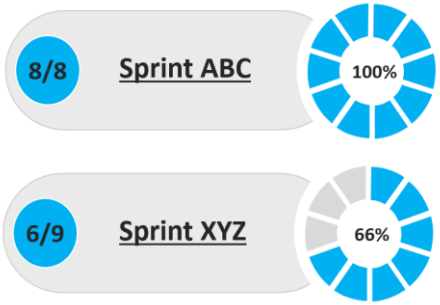
	Test Suite	Tests	User Actions	Daily Runs	Total Test Run	Total User Actions Run
1	[illegible]	15	763	3	45	2 289
2	[illegible]	9	151	3	27	453
3	[illegible]	17	629	3	51	1 887
4	[illegible]	860	12 040	2	1 720	24 080
				Total:	1 843	28 709

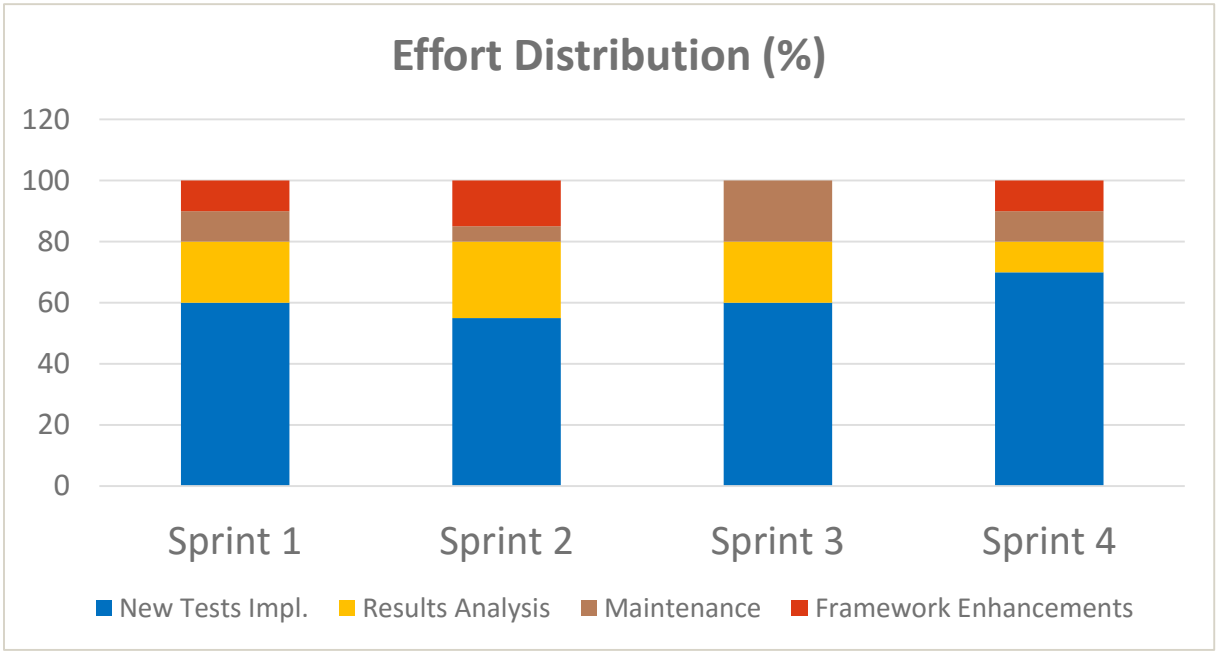
#5 – FAIRNESS, INTEGRITY

Introducing Automated Testing	Getting a New Job @ a New Company

• analyze and discuss risks – and have a plan for managing them
• don't exaggerate expected benefits
• don't understate needed efforts and costs
• provide full transparency – through regular progress updates
	• don't exaggerate neither skills, nor experience
	• "not really, but…"
	• be 100% professional:
	  ○ re: past employers
	  ○ re: confidential data

Sprint TA Scope DONE





ID	Goal / KPI	Status	Details
1	Test results are analyzed, and reports are distributed in time		2 of 31 test run reports have been delayed
2	Existing tests are maintained and up-to-date		All are up-to-date currently.
3	TA scope for the passed sprint is defined and tests are described		3 out of 9 tests are still pending description
4	Initiative: “Configurable environment-specific runs”		No progress has been made during this sprint due to vacations and sick leaves
…	…		…

#6 – STAKEHOLDERS, DECISION-MAKING PROCESS

Introducing Automated Testing	Getting a New Job @ a New Company

• find out about:
  ○ Decision Makers and Influencers
  ○ what is the process (approvals, int. discussions...)
and focus on addressing each of them
• "win" them one by one in advance – ask for opinions ("don't sell")
	• find out about:
	  ○ Hiring Manager(s)
	  ○ HR Responsible
	  ○ the hiring process steps
	• research the people in advance
	• be punctual and available "early" for each step in the process

#7 – DELIVER EFFECTIVE CONTENT

Introducing Automated Testing	Getting a New Job @ a New Company

• in your proposal/presentation:
  ○ short & long versions
  ○ well structured
  ○ easy to comprehend
  ○ use diagrams
  ○ clearly state what you want to achieve
	• CV
	• LinkedIn profile
	• Motivation letters
	-> make them convenient to use and well structured

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FIND A GOOD MENTOR

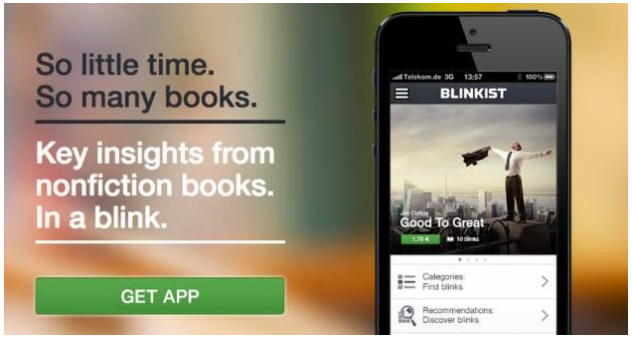
Get guidance for learning, get challenged, get coaching

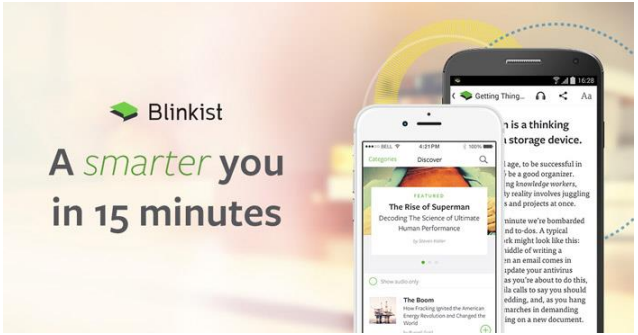
Shadow your Mentor

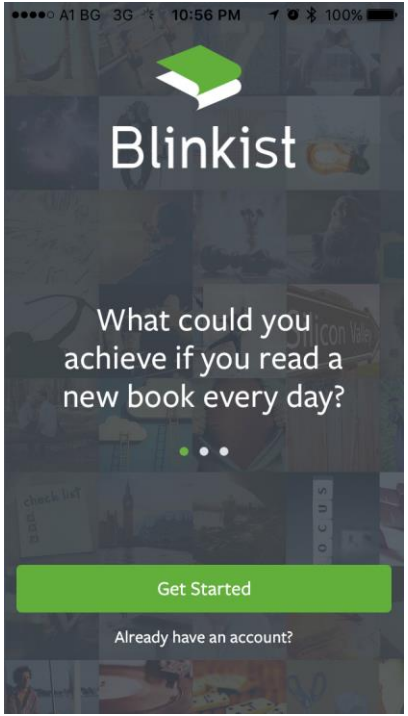
…and vice versa :)

GAIN KNOWLEDGE

BOOK RESUMES, WITH AUDIO







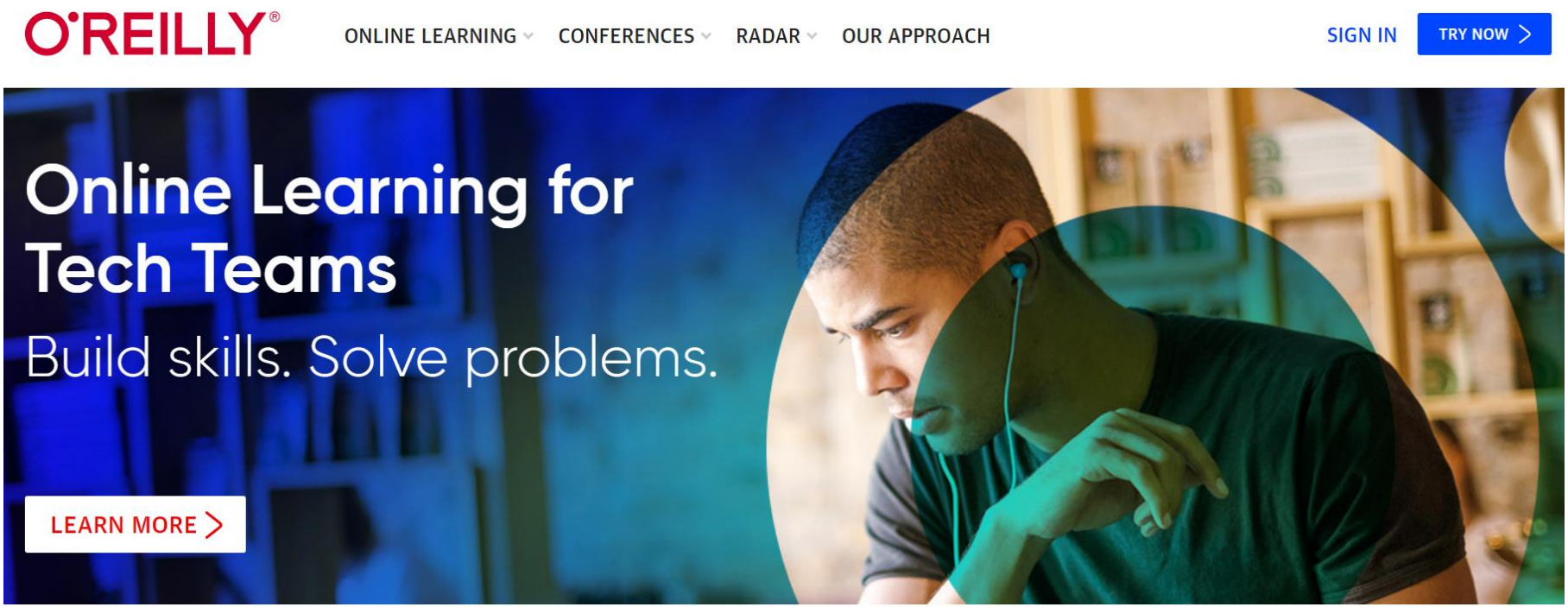
Blinkist

getAbstract
compressed knowledge

soundview

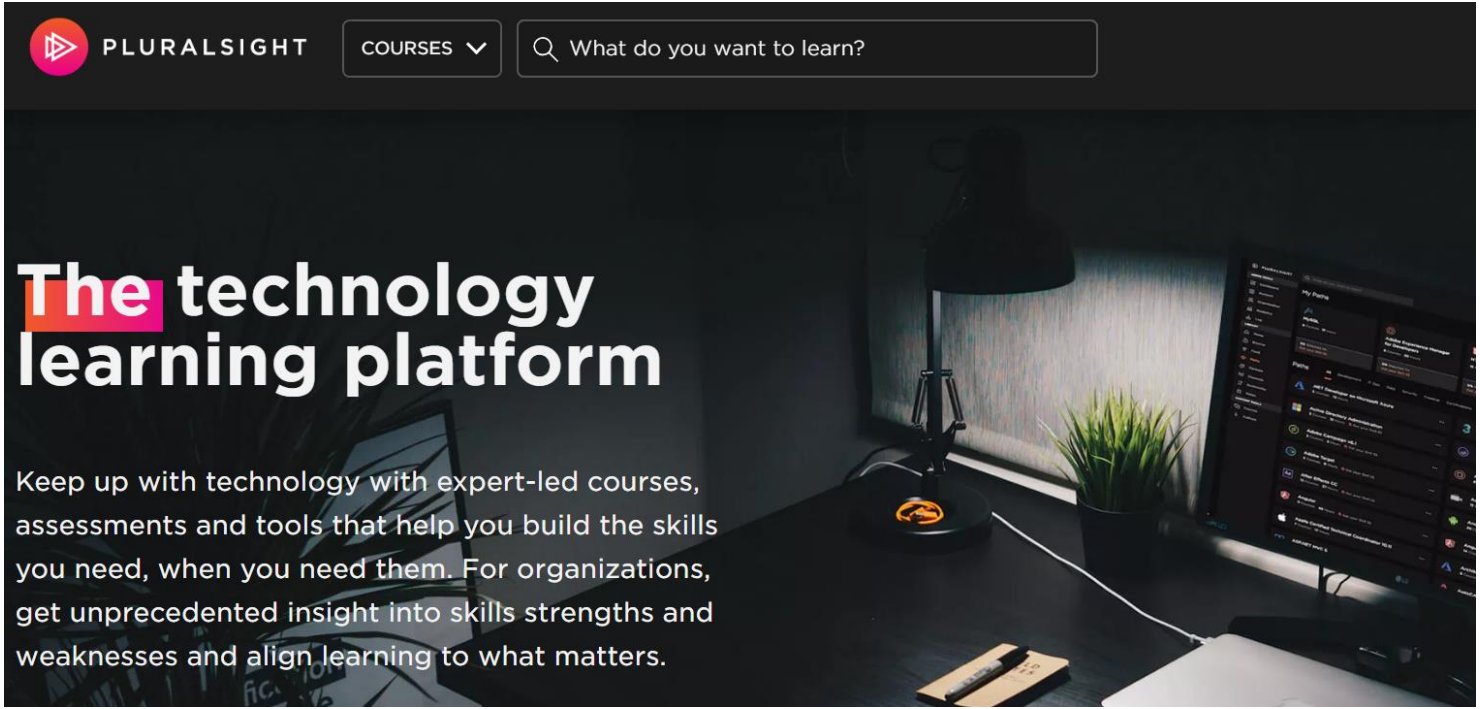
BOOKS, ONLINE VIDEO TRAININGS

O'REILLY® Safari



ONLINE VIDEO TRAININGS

PLURALSIGHT



ONLINE COURSES – MOOC AND OTHERS

GAIN EXPERIENCE

EXPERIMENT WITH YOUR NEW SKILLS AND IDEAS

…appetite comes with eating!

LABAI AČIŪ
FOR YOUR ATTENTION!

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