

**MOTHER TERASA COLLEGE OF ARTS & SCIENCE,
ILLUPPUR, PUDUKOTTAI-DT
PG & DEPARTMENT OF BUSINESS ADMINISTRATION**

CLASS: II-BBA

SEMESTER-IV

Sub. Code: 16NMECA2B

2 Marks

Title of the Subject: Salesmanship

Name of the faculty: Prof. V. GUNASEKARAN

Unit – I

1. Define salesmanship.

According to Stroh define as “it is a direct, face-to-face, seller-to-buyer influence which can communicate the facts necessary for marketing a buying decision as called as salesmanship.

2. What is Salesmanship?

It refers to Salesmanship is one of the skills used in personal selling,

3. What is Sales career?

A **career in sales** can mean you're working behind the scenes, or upfront as a representative for a company.

4. State the any two types of salesmanship.

Wholesaler's Salesmen, Retail Salesmen, Technical Salesmen

5. Sale Promotion Salesmen:

They are also known as Retail Salesman. They are specialized in promotional work. They are representatives of medical firms or publishers.

Unit -II

6. What is Selling Process?

Selling Process is a complete cycle which starts from identifying the customers to closing the deal with them.

7. What is Customer expectations

Customer expectations refers to the perceived value or benefits that the customers seek when purchasing a good or availing a service.

8. What is prospect?

A **prospect** is an organization or potential client who resembles the seller's ideal customer profile but has not yet expressed interest in their products or services.

9. What is Buying motive?

Buying motive is the urge or motive to satisfy a desire or need that makes people buy goods or services.

10. What is Buyer behaviour

Buyer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services.

Unit -III

11. Sales techniques are the methods that sales professionals use to create revenue. The sales process is something that a dedicated professional works on for many years.

12. What is Sales Planning

Sales Planning is the process of organizing activities that are mandatory to achieve business goals. including sales planning such as: pricing, advertising, product safety.

13. What is Product knowledge?

Product knowledge is the ability to communicate information and answer questions about a product or service.

14. What is Sales demonstration?

Product knowledge or a **sales demo**, is when a **sales rep** delivers a presentation to a prospective customer to show them the features, capabilities, and value of the product or service. The purpose of a **sales demo** is to close a deal.

15. What is After sales service?

After sales service refers to all those processes which ensures that customers are satisfied with the products and services of the organization.

Unit IV

16. What is Sales territory?

Sales territory is the customer group or geographical area for which an individual salesperson or a sales team holds responsibility.

17. What is Sales target?

Sales target is a goal set for a salesperson or sales department measured in revenue or units sold for a specific time.

18. What do you mean by Sales Quota?

Sales Quota is the sales goal or figure set for a product line, company division or sales representative.

19. What is Personal selling?

Personal selling occurs when a sales representative meets with a potential client for the purpose of transacting a sale.

20. What is Online store?

Online store for downloading apps to a smartphone or computer is an "app store"
Ex -Amazing, flip cart.

Unit -V

21. What is Sales Force Management?

(SFM) is a sub-system of marketing management. It is Sales Management that translates the marketing plan into marketing performance.

22. What is selection?

The Selection is the process of choosing the most suitable candidate for the vacant position in the organization.

23. What is Training?

Training constitutes a basic concept in human resource development. It is concerned with developing a particular skill to a desired standard by instruction and practice.

24. What is motivation?

It is the process of stimulating people to actions to accomplish the goals.

25. What is knowledge management?

It refers to a multidisciplinary approach to achieve organizational objectives by making the best use of knowledge.