



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Subject: Marketing and Sales	Part II– Subject Specific skills
Cases and DTQs	Chapter 3: Sales Process-WS II

Q.No.	
1	'Sales person has responsibility of keeping accounts alive.' How can a sales person fulfill this responsibility
2	During the presentation, the customers may raise objections in the form of questions. Such objections need to be tackled by the salesperson cautiously. Discuss how should salesman handle objections related to high price and objections related to procrastination.
3	Ruhaan is a salesman. He is very hardworking and often tries to approach everyone for selling the goods. One of his friends Rohini suggested him to approach good prospects. State any two characteristics of good prospects.
4	Enumerate tips for making sales presentation effective.
5	Why the training is required for sale force in marketing
6	Taranjeet Singh is working as Vice-President Sales in a well-known company. Name any two functions that Taranjeet is required to perform
7	State any information about the company that should be possessed by a salesperson in order to give effective presentation and handle queries.
8	Dhwani and Mani are friends working in a company. Dhwani is a sales person and Mani is a worker engaged in production process. In a conversation, Mani shared that his job is very monotonous and he is almost always working under direct supervision of his boss. Mani expresses that according to him, Dhwani's job is very exciting and has no challenges or difficulties. Assuming yourself to be Dhwani, discuss what challenges or difficulties are faced by sales persons.
9	State any four sources that can be used by the salesperson to collect data about prospective customers.
10	Why handling objections is important for the sales person?
11	The sales process includes five steps to conclude sale. State the first four steps in the process.
12	X is sales personnel in Y ltd. What should Y ltd. expect from X
13	State any two responsibilities of sales personnel
14	Nidhi and Chhavi are friends and they belong to different fields of employment. Nidhi belongs to the sales field and Chhavi belongs to IT company. Chhavi feels that her job is highly skilled whereas Nidhi being part of the sales department of the firm does not require specific skills in her job. Assuming yourself to be Nidhi, discuss the skills necessarily required to be successful in the field of sales.
15	What is meant by "Qualifying"? on what basis are the prospects assessed?
16	What do you mean by concealed objections?
17	How does a salesperson select the prospect? Explain.
18	If a potential customer doubts the capability of the product and he is not ready to believe his words. a) Identify the type of objection stated above; b) How sales man would handle the same

19	If a customer says “I will come later because I need to ask by elders before buying”: a) Identify the type of objection stated above b) How the salesman will handle the above identified objection
20	Name the various technique available to the sale person to close the sale.
21	This process is not a Rule of Thumb but a better way of handling a sale based on the experiences of various sales persons. Identify and explain the process.
22	If a customer says “I will come later because I need to ask by elders before buying”: a) Identify the type of objection stated above b) How the salesman will handle the above identified objection