**Sales Management**

**1. Your company Raimen Electric has launched a range of EV motorcycle and scooters. You have been appointed as their sales consultant and trainer. You have been assigned the task to train their sales executives. What type of pitch would you suggest to the team List out the Features, Advantages, and Benefits of the new product? (10 Marks)**

**Answer 1.**

**Introduction:**

In business, a sales pitch is a brief presentation presented to customers by a salesman in which the nature of the firm and the merits of the product are explained. An effective sales pitch should be delivered in a short period, and it should not be overly lengthy, as buyers will lose interest if the angle is too long or too brief. There are many different sorts to choose from when it comes to giving sales pitches, including the one-liner, the elevator pitch, the phone sale, the email sale, the

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**2. You are launching a start up for making a new range of sanitizers which can sanitize and keep virus free any home or office for one full year. The sanitizer works against all bacteria and viruses including Sars Cov2. What skill sets would you need for your sales team? How many sales people do you think would you need? Create a department structure. (10 Marks)**

**Answer 2.**

**Introduction:**

**Department structure:**Having a clear department structure or organizational structure assists an organization in some ways, including proper staffing and administration of personnel, establishing a chain of command, and handling all other activities and responsibilities. For example, when a business owner begins out with a modest operation, he or she may only require a small number of employees, with each member's tasks, responsibilities, and permissions clearly

**3. Your company has innovated a new 3D printed shoe made up of a special kind of plastic and wants to build a sales and distribution network. You have been hired as the General Manager of sales.**

**a. Design a distribution strategy. (5 Marks)**

**Answer 3a.**

**Introduction:**

**Distribution network:**Storage and warehousing and transportation and delivery of items to customers are part of a distribution network's infrastructure. A distribution network is made up of a group of interconnected nodes that are connected. The fast-moving generation of today necessitates a fast-moving distribution network. Decentralized networks, hub-and-spoke

**b. Create a sales organization structure with retail and corporate sales teams (5 Marks)**

**Answer 3b.**

**Introduction:**

Sales organization structure refers to the division of a company's sales team into some specialized departments. How a firm organizes its sales team is determined by the territory it serves, the number of commodities it offers, the size of the sales force, the size of the clients, and the nature of the industry in which it operates. In the selling process of a company, it is a vital