**B2B Marketing**

**September 2021 Examination**

**1 You are negotiating a price increase of 10% for steel components with a major two wheelers manufacturer, due to substantial increase in steel prices. The customer refuses to give you any increase in the prices. If you continue supplies, your company will incur losses, & if you discontinue supplying to this major customer, your sales would suffer. How would you handle the negotiations? (10 Marks)**

**Answer 1.**

**Introduction:**

**Negotiation:**During a negotiation, two or more parties work together to develop a solution to the problem that is both acceptable and beneficial to all parties involved. When negotiating, both parties attempt to persuade the other party to agree with their point of view by presenting evidence and reasoning. In other words, by arranging, the parties involved concede to reach a point of agreement and avoid a disagreement. Sellers and buyers, the governments of two countries, an employer and a prospective employee, and two businesses are all examples of

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**2 Suppose you are an area sales manager and one of the salespersons reporting to you approaches you for help in getting a breakthrough with a high sales potential customer. The customer has been buying the steel components from three other suppliers regularly for the past two years. Your salesperson has been trying to get business from this customer for the past 18 months but without any success. It seems the customer is happy with the existing suppliers and does not want to take the risk of buying from a new supplier, whose poor performance on quality and/or delivery may result in disruptions in production. What Personal Selling tools will you recommend? (10 Marks)**

**Answer 2.**

**Introduction:**

**Personal Selling:** Personal selling is the most traditional method of promoting a product and selling it to potential customers. Before the invention of advertising, businesses relied on personal selling to market and promote their goods and services to customers. Communication between the seller and the potential buyer must take place face to face during this process. The salesperson persuades the buyer to purchase the product by communicating with them. With the

**3 Solve the following Case & answer the questions based on the case:**

**Industrial sales Company Limited (ISC) is a distributor of pumps and Compressors for Maharashtra state excluding Mumbai and Greater Mumbai. In order to increase sales in Nasik-Jalgaon-Aurangabad region they hire a senior sales manager Mr. Shyam and ask him to operate from Nashik, However, very soon there are complaints from sales manager in nearby Pune, Mumbai and even Nagpur that Mr. Shyam and his team are trying to meet customers in their regions and do business. Mr. Shyam however confirms that he is only meeting the regional offices of Pune and Mumbai based companies in his own Nashik-Aurangabad area and there is nothing wrong with it. Soon this dispute reaches the Regional Manager Mr. Gupta in Mumbai.**

**Questions:**

**1. What are the problems with the territory design in the case? (5 Marks)**

**Answer 3a.**

**Introduction:**

**Sales territory design:**Sales territory design is designing and potential grouping customers based on their location within a territory and then assigning the different groups to different salespeople. Sales potential, geography, history, or a combination of these three factors serve as the foundation for creating territory groups in the first place. A sales territory aids a sales

**2. As a regional manager, what will you do to control the situations? (5 Marks) –**

**Answer 3b.**

**Introduction:**

A sales territory is a geographical area with a large number of potential buyers. As a result, a sales territory is a group of customers assigned to a salesperson to convince them to buy something. A salesperson is responsible for all of the activities that take place within their