**Sales Management**

**Q1. Mr. ASHOK like to do business, but confused between PRODUCTS OR SERVCIES. So explain how both areas are different from each other. Suggest me which product or services should start as business.**

**Ans 1.**

**Introduction**

Profitability in business refers to the amount of revenue you earn from operations lower than your costs. The higher the number of dollars you earn, the more profitable you will be. The main factors that affect profits are the demand for your product as well as the expense of producing them, the economy overall, and the competition you will face. Mr. ASHOK like to do business but is confused between services or products, the business of selling products is superior to that of a service-selling business. Businesses that are based on products differ from businesses that are based on services in many ways, such as startup and operating costs, as well as the best

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**Q2. To sell luxury pens, personal selling is important, but how to go through process of personal selling. Explain in detail.**

**Ans 2.**

**Introduction:**

Prospecting for customers is the initial step in selling. The primary goal of any prospecting is to identify sales leads that will eventually be converted into sales turnover. Effective prospecting requires a logical method. The most important thing is to keep prospecting all the time and not only when the list of people who you can call is out. Advertising helps potential customers get acquainted with the product, which makes personal selling more efficient. Personal selling is a

**Q3. Personal selling facilitates face-to-face meeting with the customers. There is high customer attention, persuasive impact and message is customized. What we sell does not matter more but what matters is how we sell. Successful salespeople get into the psychology of the customers. It is said that selling makes the world go around. For it is somebody who sold something to someone else, who in turn sold it to us. Mrs.Aparna Wagle joined lnsta Cook as a salesperson after completing for graduation. Having completed two years of service now she is assigned the job of door-to-door selling for non-stick cooking pan. Her calls consisted of 30 visits per day in a work schedule of eight hours. Mostly she would call on housewives and explain to them the benefits of using non-stick cooking pan. The customer is allowed to make cash on delivery or payment by debit and credit cards. Once order is received, delivery is made promptly because the van carries the supply. She has grown accustomed to handling diversified complaints and objections. This is the toughest part of her assignment.**

**a. What benefits could Mrs Aparna Wagle ordinarily explain to the housewives?**

**Ans 3a.**

**Introduction:**

Nonstick cookware has a trendy aesthetic that is suitable for kitchens with modern designs. Made from made of a Teflon coating, food does not stick to nonstick pans. Benefits range from simple cleaning to the capability to cook with no oil, nonstick cookware has a lot of advantages

**b. The customer said "My cooking is different." How should Aparna Wagle handle this objection?**

**Ans 3b.**

**Introduction**

Cookware made from the anodized aluminum (a product that shields against scratches and corrosion) as well as ceramic are non-stick and completely secure, Fenton said. If properly maintained the cast-iron skillet could be used as a non-toxic and non-stick pan while adding iron