**Sales Management**

**April 2023 Examination**

**1: Vinita Singh the founder of Sugar Cosmetics has plans to launch a new cosmetic range during the festive season of Dussehra and Diwali. Tushar Dalvi, the National Sales manager who reports to Ms. Singh has to prepare the sales budget and sales target to present it to Ms. Singh for her final approval. Help Mr. Dalvi in preparing the sales budget and sales target keeping in mind the demographics of the market.**

**Ans 1.**

**Introduction**

Over the last several years, the industry that produces cosmetics for males has been booming compared to the market for items geared toward women, which has been busy for a considerable amount of time. The male body, which was previously overshadowed using the woman frame, is becoming increasingly emphasized in several media sorts, along with advertising and cinema. That is in evaluating the conventional scenario, wherein the lady frame turned into the dominant consciousness. Due to the fact that current guys are more self-aware about their bodies and revel in stress to conform to traditional standards of adolescents, health, and thinness, they have

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**2: Mr. Rajeev Khandelwal is the territory manager of an EdTech startup. This Edtech forecasts growth of 12% CAGR for the next 5 years. Mr. Khandelwal needs to hire more sales managers and sales executives to meet the sales target. List and explain the skills and competencies needed in a great sales manager and sales executive. What according to you is the must-have skill to become a successful sales manager?**

**Ans 2.**

**Introduction**

It is less crucial to have a notable music document as a seller to transition from salesman to sales supervisor than to have the capability to inspire, lead, and lift other individuals to higher levels of success in their careers.

Depending on your company's size and organizational structure, some of the functions of an income manager, including those said above, may fall under the jurisdiction of different analogous roles for your company

**3a. What are the various types of sales compensation that LIC can provide to its employee and sales agents that will lead to low employee attrition**

**Ans 3a.**

**Introduction**

In operant conditioning, the foundation for incentive compensation programs is the precept that if you want a behavior to arise or continue, you must reward it. In other words, if you need something to manifest or continue, you must reward it. If you need it to prevent it, you need to forget about it or

**3b. Do you think introducing CRM in the organization will help in customer engagement and customer retention?**

**Ans 3b.**

**Introduction**

Customer relationship management also referred to as CRM, is an umbrella term that describes a selection of business practices, marketing techniques, and records technologies geared toward managing a company's connections with its existing and ability customers. CRM is a broad period that refers to diverse business practices, advertising strategies, and information