**Customer Relationship Management**

**September 2023 Examination**

**Q1. What kind of relationship marketing strategies would you suggest for a chain of salons?**

**Ans :**

**Relationship Marketing Strategies for a Chain of Salons**

**Introduction**

Building sturdy customer relationships is essential for any business's fulfillment and sustainability in the latest competitive market, including a sequence of salons. Relationship marketing focuses on creating long-term, mutually beneficial connections with customers through expertise, their wishes, choices, and expectations. This essay explores diverse relationship marketing strategies a series of salons can appoint to enhance customer loyalty, increase repeat visits, and foster high-quality phrase-of-mouth.

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**Q2. As a financial advisor of a leading financial investment company, you have been given new targets for the year 2023-24. Lay out a plan explaining the CRM marketing initiatives that you can undertake with respect to cross-selling and up selling. (10 marks)**

**Ans :**

**Introduction:**

In cutting-edge, exceedingly aggressive financial services enterprises, patron dating control (CRM) has become vital for financial advisors and investment businesses. With the growing strain to fulfill objectives and force sales to increase, cross-promoting and up-selling strategies have gained tremendous importance. Via correctly leveraging CRM marketing projects, economic advisors can capitalize on existing consumer relationships to boom sales, decorate patron pleasure, and force business growth.

**Q3. Set Plywood Company has a nationwide reach for their plywood. They have dealers and partners in small towns, villages, cities and metros. The company heavily depends on its sales force for conducting business with dealers and partners. Last month their sales hit all-time high. You have joined as the regional sales manager for the western region. The first thing you notice is that the company does not use any sales force automation. You strongly feel that getting sales force automation will help the company. You are getting ready for your first meeting and suggesting sales force automation will be your first agenda. You want to explain to the regional head two very important aspects of sales force automation as follows:**

**a. How will you highlight the importance of sales force automation especially when the company has sales operations spread over the country (5 marks)**

**Ans :**

**The Importance of Sales Force Automation in a Nationwide Plywood Company**

**Introduction:**

In a cutting-edge, somewhat competitive business panorama, the green control of income operations is crucial for the achievement of any enterprise. This holds for Set Plywood company, a national player in the plywood industry. Because of the western area's newly appointed nearby sales supervisor, I've noticed a considerable gap within the company's

**b. Explain the stages in sales force automation (5 marks)**

**Ans :**

**Introduction:**

Sales force automation (SFA) is an effective tool that can notably enhance the efficiency and effectiveness of an income force. It is a technology-pushed technique that automates various income processes, streamlines workflows, and provides valuable insights to sales groups. As the newly appointed regional income manager for the western area of Set Plywood company,