**Sales Management**

**December 2023 Examination**

**Q.1 Assume you are a sales manager. You will be opening a new branch for which you intend to promote one of the existing salespersons as a branch sales manager. What criteria or qualities would you look for in selecting a person for the position of branch sales manager? (10 Marks)**

**Ans 1.**

**Introduction**

In the dynamic world of sales, the role of a branch sales manager is pivotal. As businesses expand and open new branches, the need for a competent individual to lead the sales team becomes imperative. The branch sales manager not only represents the face of the branch but also plays a crucial role in driving sales, managing the team, and ensuring that the branch meets its targets. The decision to promote an existing salesperson to this position is a strategic one. It requires a thorough understanding of the individual's capabilities, strengths, and potential to lead. This decision can significantly impact the branch's future performance and

**Q.2 Take any product/service of your own choice & explain the Personal Selling process. (10 Marks)**

**Ans 2.**

**Introduction**

Personal selling is a unique and powerful promotional tool that involves interpersonal interactions between a salesperson and a potential buyer, with the primary objective of persuading the buyer to make a purchase. Unlike other forms of promotion such as advertising or public relations, personal selling allows for two-way communication, enabling the salesperson to address the specific needs, doubts, and concerns of the buyer in real-time. This form of selling is prevalent in industries where products or services are complex, high in

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**Q.3 Read the case & answer the questions based on the case:**

**Krishna Kumar, the marketing manager of MM Marketing Company was thinking how to go about designing sales territories, assigning salespeople to the territories and setting sales quotas, particularly as the product was new. The new product, called Swishflow fan was a unique kind of a table fan with attractive air-conditioner like looks. Considering the initial production capacity of 1,00,000 numbers in the first year, Krishna Kumar decided to market the product in and around Mumbai, where the marketing and sales office was located. The target consumers were household as well as commercial organizations, who could use this product as table-fan and wall-mounted fan.**

**Krishna Kumar thought that the territory design should include geographical areas with high market potential for achieving the sales budget of 1,00,000 numbers in the first year and a growth of 25 % per year for subsequent four years. He calculated a sales force size of seven numbers, and decided to launch the product initially in major metros and cities in Maharashtra and Gujarat. Krishna Kumar was of the view that sales quotas should consider sales volume, selling expense, and also number of sales calls per day, in order to have a proper control on salespeople. He wondered how to design sales territories, what criteria should he consider while assigning salespersons to territories, and how to design the sales quotas considering the factors mentioned above.**

**Questions:**

**a) If you were Krishna Kumar, how would you design the sales territory? (5 Marks)**

**Ans 3a.**

**Introduction**

Sales territory design is a critical aspect of sales management, especially for a new product launch. It involves segmenting the market into distinct areas, ensuring optimal coverage, and aligning resources to market potential. For Krishna Kumar and MM Marketing Company, the challenge is to introduce the Swishflow fan, a unique product, in a market that is both geographically vast and diverse in terms of consumer preferences. The design of sales

**b) Suggest a suitable selling strategy for the new launch (5 Marks)**

**Ans 3b.**

**Introduction**

Launching a new product, especially one as unique as the Swishflow fan, requires a well-thought-out selling strategy. The strategy should not only focus on introducing the product to the market but also on creating a lasting impression and building a loyal customer base. Given the dual utility of the Swishflow fan as both a table-fan and a wall-mounted fan, the