**Sales Management**

**April 2024 Examination**

**Q1. If you are appointed as a sales trainer for a consumer products strategic business unit of a large multinational company with 100 salespeople, how would you decide their specific training needs? (10 Marks)**

**Ans 1.**

**Introduction**

When appointed as a sales trainer for the consumer products strategic business unit of a large multinational company, the primary objective is to ensure that the sales team of 100 individuals is proficient, efficient, and effective in their roles. Identifying their specific training needs is a complex task that requires a multi-faceted approach. This process involves understanding the unique dynamics of the company, the diverse skill sets of the salespeople, and the evolving trends in consumer behavior and market demands. The sales team, being the driving force behind revenue generation and customer relations, must be equipped with not

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**Q2. Prepare a Sales Plan for a brand of soap brand focusing in rural market. (10 Marks)**

**Ans 2.**

**Introduction**

A sales plan is a strategic roadmap designed to establish and achieve specific sales goals over a certain period. When focusing on a rural market, particularly for a soap brand, the sales plan must be tailored to address unique challenges and leverage opportunities inherent in these areas. Rural markets often exhibit different consumer behaviors, purchasing power, distribution channels, and marketing dynamics compared to urban settings. Therefore, a comprehensive plan for a soap brand targeting rural customers must consider these nuances. This plan will outline strategies to increase brand awareness, adapt to local preferences,

**Q3. Read the case & answer the questions based on the case:**

**Anil has been working as a salesman with Sony Electronics for two years. The sales manager is impressed with his excellent performance in both the years. To motivate Anil, the sales manager has to choose from one of the following three options:**

**(a) Give an ‘all expenses paid’ international holiday package for Anil and his family,**

**(b) Include Anil in a special task force for new strategic initiatives,**

**(c) Present him the “Star Performer of the Year” award in the annual sales conference.**

**Questions:**

**Q3a. Suggest how Anil's sales manager should take a decision. Justify (5 Marks)**

**Ans 3a.**

**Introduction**

When deciding on the best form of recognition for Anil, a high-performing salesman at Sony Electronics, the sales manager faces a choice between three distinct options. Each option offers unique benefits and impacts Anil's motivation and career trajectory differently. The decision should align with Anil's personal and professional aspirations, the company’s culture, and the objectives of the sales team. This scenario underscores the complexity of

**Q3b. What motivation techniques should be followed by Sony Electronics? (5 Marks)**

**Ans 3b.**

**Introduction**

In the fast-paced and competitive landscape of the electronics industry, effective motivation techniques are crucial for maintaining a highly productive and committed workforce. Sony Electronics, like any forward-thinking organization, should employ a range of motivational strategies that cater to the diverse needs and aspirations of its employees. These techniques