**Sales Management**

**December 2024 Examination**

**Q1. Imagine you’re a sales representative for a new software product. A potential client shows interest but is hesitant due to the cost. How would you handle this situation to close the sale without compromising the value of the product? (10 Marks)**

**Ans 1.**

**Introduction**

As a sales representative, handling client objections is a crucial skill, particularly when it comes to concerns about pricing. Selling a new software product comes with its own challenges, especially when clients perceive the cost as a barrier to purchase. Price objections can often be rooted in concerns about return on investment, perceived value, or budget constraints. Successfully addressing these concerns requires a thorough understanding of the product’s value proposition, the client's specific needs, and a strategic approach to demonstrate how the software can meet or exceed their

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**Q2. As a sales manager, you’re tasked with setting sales quotas for your team for the next quarter. How would you align these quotas with the overall sales budget, ensuring they are realistic yet challenging. (10 Marks)**

**Ans 2.**

**Introduction**

Setting sales quotas is a critical responsibility for any sales manager, as it directly impacts both individual performance and the overall success of the sales department. Quotas need to be aligned with the company’s broader sales budget and objectives, ensuring that they are both realistic and challenging. The goal is to motivate the team to achieve higher performance levels while ensuring the targets are attainable and in line with the company's financial goals. Properly structured sales quotas not only

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

**ABC Electronics, a mid-sized company, recently launched a new line of smart home devices. Despite an initial surge in sales, the momentum has slowed. The sales team is struggling to meet their quarterly targets, and customer feedback indicates that the sales approach is too technical and not focused on customer needs.**

**Questions:**

**a) What changes can the sales team implement to better align their approach with customer needs and preferences? (5 Marks)**

**Ans 3a.**

**Introduction**

ABC Electronics, a mid-sized company, is facing a challenge with its new line of smart home devices. Although the product saw an initial surge in sales, the momentum has slowed due to the sales team's overly technical approach, which does not focus on customer needs and preferences. The issue highlights the importance of a customer-centric sales strategy that prioritizes understanding the buyer’s pain points and offering solutions tailored to their specific requirements. Adapting the sales approach to be more aligned with customer needs could help the team regain momentum and

**b) How can the sales manager support the team in achieving their quarterly targets despite the slowdown? (5 Marks)**

**Ans 3b.**

**Introduction**

In the face of a sales slowdown, it is crucial for the sales manager at ABC Electronics to provide strong leadership and support to the team to help them achieve their quarterly targets. As the team struggles to meet their goals, the sales manager must take proactive steps to address the underlying issues, such as adjusting strategies, enhancing training, and providing motivation. The manager's role is pivotal in ensuring that the team remains focused, motivated, and equipped with the necessary