Assignment 1

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.
Due on 2019-02-13, 23:59 IST.

1) Transactional Selling focuses on ____________ while relationship selling focuses on ____________.

- Short terms sales, Long term profit
- Long term profit, Short term sales
- Short term sales, Short term sales
- Long term profit, Long term profit

No, the answer is incorrect.
Score: 0
Accepted Answers:
Short terms sales, Long term profit

2) An evangelist seller:

- Manages selling to new types of businesses
- Manages selling to accounts which are important to the company
- Nurtures customers who consider the seller as an expert
- Nurtures customers who may not immediately order now

No, the answer is incorrect.
Score: 0
Accepted Answers:
Nurtures customers who may not immediately order now

3) The letter C of the acronym CARE (in the context of building long term relationship) stands for:

- Creating a customer requirement to sell a product
- Customization to customer’s requirements
- No, the answer is incorrect.

Score: 0
Accepted Answers:
Creating a customer requirement to sell a product
4) Which of the following is **not** true regarding non-verbal communication with customers? 

- A sales representative should dress simply and formally
- The sales representative should try to remember names of clients
- In order to explain things in a short time, the sales representative should talk fast
- The sales representative should always try to maintain punctuality with the customer

No, the answer is incorrect.

Score: 0

Accepted Answers: 
In order to explain things in a short time, the sales representative should talk fast

5) A sales representative with an emotive style appear to be ______ while a sales representative with supportive style appear to be ______

- Quiet, Active
- Active, Quiet
- Active, Active
- Quiet, Quiet

No, the answer is incorrect.

Score: 0

Accepted Answers: 
Active, Quiet

6) ______ is defined as the deliberate attempt to adapt one’s communication style to accommodate needs of the other person.

- Style flexing
- Communication bias
- Partnering
- Relationship building

No, the answer is incorrect.

Score: 0

Accepted Answers: 
Style flexing

7) Maximum profit volume for a product is generated in the ______ stage of the product lifecycle.

- Introduction
- Maturity
- Growth
- Decline

No, the answer is incorrect.

Score: 0

Accepted Answers: 
Maturity

8) If we introduce a product (which is in decline stage in its current market) in a new market, then it is an example of:
9) The customers at the introductory stage of the product life cycle are: 1 point

- Innovators
- Early majority
- Late majority
- Laggards

No, the answer is incorrect.
Score: 0
Accepted Answers:
Innovators

10) Identify the incorrect statement: 1 point

- Long term partnership with customer increases repeat sales.
- Ethics plays a strong role in developing relationship
- Role of sales representative should move from selling to supporting as it helps in creating partnerships
- Value added selling occurs when the sales representative sells products of high price to the customer

No, the answer is incorrect.
Score: 0
Accepted Answers:
Value added selling occurs when the sales representative sells products of high price to the customer