

X



reviewer4@nptel.iitm.ac.in ▼

Courses » Management of Field Sales Announcements Course Ask a Question Progress FAQ



# Unit 5 - The Sales Presentation

Register for Certification exam

**Course outline**

---

How to access the portal

---

Practice

---

Introduction to Management of Field Sales

---

Understanding the Sales Process and the Buyer

---

**The Sales Presentation**

- Approaching the Customer with Adaptive Selling
- Interactive Sales Presentation
- Consultative Questioning Strategy
- Account Evaluation - Long Term Approach
- Negotiating Buyer Concerns

## Assignment 3

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-02-27, 23:59 IS**

1) Which of the following is **not** true as to when memorized selling should be used? **1 point**

- When selling time available is short
- When product being sold is complex
- When product is being sold for a conventional engineering application
- When the need is well defined and understood

No, the answer is incorrect.

Score: 0

Accepted Answers:

*When product being sold is complex*

2) Sales presentation is structured during: **1 point**

- Memorized selling
- Formula selling
- Need satisfaction selling
- Problem solution selling

No, the answer is incorrect.

Score: 0

Accepted Answers:

*Memorized selling*

3) Which of the following is not advised in the guidelines for building a good social contact? **1 point**

- Research topics of interest to prospect before meeting
- Ask open ended questions

© 2014 NPTEL - Privacy & Terms - Honor Code - FAQs -

A project of



In association with



Funded by

Sales Force  
Leadership and  
Sales  
Forecasting

Interaction  
Session

4) During the approach stage, business contact takes place when: 1 point

- The sales representative calls the prospect over phone
- The sales representative builds rapport for the first few minutes of the meeting
- The sales representative starts to convert the prospect's attention by agenda approach
- When the sales representative schedules the meeting

No, the answer is incorrect.

Score: 0

Accepted Answers:

The sales representative starts to convert the prospect's attention by agenda approach

5) 'Can you describe the problems you experience?' is a type of: 1 point

- Survey Question
- Probing question
- Confirmation question
- Need satisfaction question

No, the answer is incorrect.

Score: 0

Accepted Answers:

Survey Question

6) The second stage of the six step presentation plan is: 1 point

- Approach
- Need discovery
- Presentation
- Negotiation

No, the answer is incorrect.

Score: 0

Accepted Answers:

Need discovery

7) \_\_\_\_\_ is a type of economic value while \_\_\_\_\_ is a type of relationship value that are obtained from customers. 1 point

- Reference, Revenue
- Reference, Learning
- Revenue, Reference
- Learning, Reference

No, the answer is incorrect.

Score: 0

Accepted Answers:

Revenue, Reference

8) During negotiation, if you bend a little and acknowledge that the prospect is correct, then you are engaging in: 1 point

- Direct Denial
- Indirect Denial

No, the answer is incorrect.

Score: 0

**Accepted Answers:**

*Indirect Denial*

9) If the client raises objection that he will need more quotes before finalizing the order, his source of hesitation is best described by: **1 point**

- Unable to justify decision
- Doesn't see benefit of change
- Unsure you're their best option
- None of these

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Unsure you're their best option*

10) Identify the incorrect statement. **1 point**

- Price of product should be set above the cost incurred.
- Customer perceived value should be higher than the price at which he is buying
- Difference between the selling price and the cost is the margin
- Customer perceived value should be lower than the price at which he is buying

**No, the answer is incorrect.**

**Score: 0**

**Accepted Answers:**

*Customer perceived value should be lower than the price at which he is buying*



Previous Page

End