

Notes

3.3 Task of the salesperson

Salesperson tasks are divided into 3 sections:

Sales tasks

Supplementary services

Non-sales task

3.3.1 Sales tasks

Attaining customers through prospecting – Canvassing new customers

Regular contact via e-mail/ video conferencing/sms and visits

Presentation and demonstration

Handling enquiries and Objections – Provides information , answers questions and overcomes objections

Gaining information

3.3.2. Supplementary services

Customer services : The salesperson provides different services to customers such as product displays , promotion , training of sales personnel and placing advertising material and installing products

Handling of complaints : Salespeople are links between the buyer and the producer . It is the salespersons duty to ensure that the customer is kept satisfied

Handling returns and adjustments : All adjustments in documentation and accounts resulting from product defects , incorrect deliveries and returns are usually brought to the attention of the salesperson for correction

Credit applications : Salespeople also deal with documentation for credit applications and must establish the financial position of the prospective buyer beforehand

3.3.3 Non – sales tasks

Planning – Planning objectives , preparing for the presentation of sales demonstrations and daily

Sales Management Questions Papers

Patrick Vollmar



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Table of Contents Sales Management Nquestions Papers

1. Understanding the eBook Sales Management Nquestions Papers
 - The Rise of Digital Reading Sales Management Nquestions Papers
 - Advantages of eBooks Over Traditional Books
2. Identifying Sales Management Nquestions Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sales Management Nquestions Papers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Sales Management Nquestions Papers
 - Personalized Recommendations
 - Sales Management Nquestions Papers User Reviews and Ratings
 - Sales Management Nquestions Papers and Bestseller Lists
5. Accessing Sales Management Nquestions Papers Free and Paid eBooks
 - Sales Management Nquestions Papers Public Domain eBooks
 - Sales Management Nquestions Papers eBook Subscription Services
 - Sales Management Nquestions Papers Budget-Friendly Options

6. Navigating Sales Management Nquestions Papers eBook Formats
 - ePub, PDF, MOBI, and More
 - Sales Management Nquestions Papers Compatibility with Devices
 - Sales Management Nquestions Papers Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sales Management Nquestions Papers
 - Highlighting and Note-Taking Sales Management Nquestions Papers
 - Interactive Elements Sales Management Nquestions Papers
8. Staying Engaged with Sales Management Nquestions Papers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sales Management Nquestions Papers
9. Balancing eBooks and Physical Books Sales Management Nquestions Papers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sales Management Nquestions Papers
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Sales Management Nquestions Papers
 - Setting Reading Goals Sales Management Nquestions Papers
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Sales Management Nquestions Papers
 - Fact-Checking eBook Content of Sales Management Nquestions Papers
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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