

32 Lecture - MGT211

Important Subjective

1. **What is personal selling?**

Answer: Personal selling is a sales technique that involves direct interaction between a salesperson and a potential customer to persuade them to purchase a product or service.

2. **What are the objectives of personal selling?**

Answer: The primary objective of personal selling is to persuade customers to purchase a product or service. Other objectives include building relationships with customers, generating leads, and providing excellent customer service.

3. **What are the benefits of personal selling?**

Answer: Personal selling offers many benefits, such as building strong relationships with customers, providing tailored solutions to meet their needs, and generating valuable feedback that can be used to improve products or services.

4. **What are the steps in the personal selling process?**

Answer: The steps in the personal selling process include prospecting, qualifying, presenting, handling objections, closing the sale, and following up with the customer.

5. **What is consultative selling?**

Answer: Consultative selling is an approach that involves identifying customer needs and providing tailored solutions to meet those needs. It is a customer-focused sales technique that emphasizes building relationships with customers.

6. **What is the role of salespeople in personal selling?**

Answer: The role of salespeople is to persuade potential customers to purchase a product or service. They achieve this by building relationships with customers, identifying their needs, and providing tailored solutions.

7. **What are the skills required for effective personal selling?**

Answer: Effective personal selling requires skills such as strong communication skills, active listening skills, product knowledge, empathy, and the ability to build relationships.

8. **What is the difference between transactional selling and relationship selling?**

Answer: Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships. Transactional selling is more transactional, while relationship selling is more consultative.

9. **What are some common sales force automation tools used in personal selling?**

Answer: Common sales force automation tools used in personal selling include CRM systems, lead management systems, and sales forecasting tools.

10. **What are the challenges faced by salespeople in personal selling?**

Answer: Salespeople face challenges such as rejection, competition, and the need to continually adapt to changing customer needs and preferences. They must also balance the need to make sales with the need to build strong relationships with customers.