

# 33 Lecture - MGT211

## Important Subjective

- 1. What is consultative selling and how is it different from other selling approaches?**  
Answer: Consultative selling is an approach that focuses on building relationships with customers and providing tailored solutions to meet their needs. It differs from other selling approaches such as transactional selling, which focuses on making quick sales, and relationship selling, which focuses on building long-term customer relationships.
- 2. What are the advantages and disadvantages of personal selling?**  
Answer: Advantages of personal selling include the ability to build strong relationships with customers, provide tailored solutions, and close sales effectively. Disadvantages include high costs and the potential for salespeople to be overly aggressive or pushy.
- 3. What are some common types of salespeople and how do they differ from each other?**  
Answer: Common types of salespeople include inside salespeople, who work from a central location, and outside salespeople, who travel to meet with customers in person. Salespeople can also be categorized as hunters, who focus on generating new business, or farmers, who focus on maintaining and growing existing accounts.
- 4. What are the key skills required for successful personal selling?**  
Answer: Key skills for successful personal selling include strong communication skills, active listening skills, product knowledge, empathy, and the ability to build relationships.
- 5. What is the difference between a sales process and a sales strategy?**  
Answer: A sales process refers to the steps involved in selling a product or service, while a sales strategy refers to the overall approach used to achieve sales goals.
- 6. How can technology be used to support personal selling efforts?**  
Answer: Technology can be used to support personal selling efforts through the use of CRM systems, lead management systems, and sales forecasting tools, which can help salespeople manage leads, track sales activity, and forecast future sales.
- 7. What is the role of customer relationship management (CRM) in personal selling?**  
Answer: CRM systems can help salespeople manage customer data, track sales activity, and provide insights into customer behavior, which can be used to build stronger relationships with customers and provide tailored solutions.
- 8. How can salespeople build trust with potential customers?**  
Answer: Salespeople can build trust with potential customers by demonstrating their knowledge of the product or service, listening to customer needs and concerns, and providing solutions that meet those needs.
- 9. What are some common objections that salespeople might encounter, and how can they be overcome?**  
Answer: Common objections include price, competition, and uncertainty about the product or service. Salespeople can overcome these objections by addressing the customer's concerns, highlighting the benefits of the product or service, and providing additional information or

reassurance.

10. **How can salespeople effectively follow up with potential customers after a sales presentation?**

Answer: Salespeople can effectively follow up with potential customers by sending a personalized follow-up email or call, addressing any questions or concerns that the customer might have, and providing additional information or resources as needed.