

35 Lecture - MGT301

Important Subjective

1. What is personal selling, and how does it differ from other marketing techniques?

Answer: Personal selling involves one-on-one communication between a salesperson and a potential customer, with the goal of building a relationship and making a sale. It differs from other marketing techniques like advertising and sales promotion, which are more mass communication-focused.

2. What are some of the key skills required to be a successful salesperson?

Answer: Good communication and listening skills, the ability to build relationships, empathy, adaptability, and the ability to handle objections are all important skills for a successful salesperson.

3. How can a salesperson identify and qualify potential customers?

Answer: By conducting research and prospecting, a salesperson can identify potential customers and gather information about their needs and preferences to qualify them as potential leads.

4. What are some common objections that a salesperson may face, and how can they address them?

Answer: Common objections may include price, features, and competition. A salesperson can address these objections by focusing on the benefits of the product or service, demonstrating how it meets the customer's needs, and addressing any concerns the customer may have.

5. How can a salesperson build and maintain a relationship with a customer?

Answer: By focusing on the customer's needs, listening and responding to their concerns, providing personalized service, and following up after the sale, a salesperson can build and maintain a relationship with a customer.

6. What is the difference between a consultative and transactional approach to selling?

Answer: A consultative approach involves focusing on building a relationship with the customer and understanding their needs, while a transactional approach is focused solely on making a sale.

7. How can a salesperson handle rejection and maintain a positive attitude?

Answer: By focusing on the long-term goal of building relationships and making sales, staying positive and persistent, and learning from rejection, a salesperson can handle rejection and maintain a positive attitude.

8. How can technology be used to enhance the personal selling process?

Answer: Technology can be used to gather and analyze customer data, personalize communication and sales pitches, and track sales and customer interactions to improve the sales process.

9. What are some common ethical considerations in personal selling?

Answer: Some common ethical considerations include avoiding misleading or false claims about a product or service, respecting customer privacy, and avoiding high-pressure or manipulative sales tactics.

10. How can a salesperson measure and evaluate their performance?

Answer: A salesperson can measure and evaluate their performance by tracking sales metrics like number of leads generated, conversion rate, and revenue generated, as well as by soliciting feedback from customers and colleagues.