

**MBA III SEM / SKILL DEVELOPMENT - I (394)**

**Important Instructions:**

1. The subject is evaluated on the basis of **one** component.

<b>Component Number</b>	<b>Component</b>	<b>Marks</b>	<b>Submission Date</b>
1	Assignment	25	<b>19 March 2022</b>

2. Assignments to be submitted in person.

3. Student Name, contact number, email-id, Specialization, Component must be clearly mentioned

**Assignment 1**

**Q.1** What is the key determining factor to decide on the correct sales call objective?

**Q.2** After agreeing on the customer's needs, your customer tells you he isn't sure your product is the best solution for his company's need. What type of question should you use to deal with this situation? Justify.

**Q.3** Explain about the following types of sales presentations:

(a) Push-pull presentation

(b) Persuasive presentation

**Assignment 2**

**Q.1** What is the best technique to overcome buyer concerns?

**Q.2** Discuss the things to be ensured (checklist) in B2C Selling.

**Q.3** Which question is most likely to provide the most valuable information from a buyer?

**Assignment 3**

**Q.1** Write short note on FAB

**Q.2** How can you improve your sales and communication skills?

**Q.3** What is a good approach to take if a customer decides not to buy?