



Sales Management.d

- 1 What is sales management?
- 2 Which of the following is a megatrend affecting sales management?
- 3 What are information management tools in sales management?
- 4 What is business ethics?
- 5 What is the importance of business ethics in sales management?
- 6 What is the first step in creating an ethical work climate?
- 7 Which of the following is not a megatrend affecting sales management?
- 8 Which of the following is an example of an ethical concern in selling?
- 9 What is the goal of sales management?
- 10 Which of the following is a tool for information management in sales management?
- 11 What is the role of salespeople?
- 12 What is the first stage of the personal selling process?
- 13 What is prospecting and qualifying in the personal selling process?
- 14 What is the purpose of planning the sales call in the personal selling process?
- 15 What is the purpose of approaching the prospect in the personal selling process?
- 16 What is the purpose of making the sales presentation and demonstration in the personal selling process?
- 17 What is negotiating sales resistance or buyer objections in the personal selling process?
- 18 What is the purpose of confirming and closing the sale in the personal selling process?





- 19 What is the final stage of the personal selling process?
- 20 What is the importance of qualifying prospects in the personal selling process?
- 21 What is sales forecasting?
- 22 What is S&OP?
- 23 What are characteristics of S&OP programs?
- 24 What are forecasting approaches and techniques?
- 25 What is the purpose of evaluating forecasting approaches?
- 26 What is sales budget planning?
- 27 What is the purpose of preparing the annual sales budget?
- 28 What is the main goal of sales forecasting?
- 29 What are some common forecasting techniques?
- 30 What is the purpose of sales budget planning?
- 31 What is the purpose of organizational planning?
- 32 What are the levels of organizational planning?
- 33 What is the sales management planning process?
- 34 What are causes of unsuccessful planning?
- 35 What is organizing the sales force?
- 36 What are types of sales department organizations?
- 37 What is the purpose of developing sales organizations?
- 38 What is the first step in the sales management planning process?





- 39 What is a common cause of unsuccessful planning?
- 40 What is the purpose of organizing the sales force?
- 41 What is the recruitment process?
- 42 What are sources of salespeople?
- 43 What is the sales force selection process?
- 44 What is the purpose of making the selection?
- 45 What is sales force socialization?
- 46 What are internal sources of salespeople?
- 47 What is the purpose of the sales force selection process?
- 48 What are some external sources of salespeople?
- 49 What is the purpose of the recruitment process?
- 50 What is the purpose of sales budget planning?
- 51 What are sales force compensation plans?
- 52 What are expense accounts and fringe benefits?
- 53 What is the first step in developing a compensation plan?
- 54 What is the purpose of a sales force compensation plan?
- 55 What is the process for developing a compensation plan?
- 56 What is profit sharing?
- 57 What is a disadvantage of commission-based compensation plans?
- 58 What are some factors to consider when developing a compensation plan?





- 59 What is the compensation mix?
- 60 What is the final step in the compensation plan process?
- 61 What is the purpose of rewards and incentive programs in sales management?
- 62 What are some motivation theories used in sales management?
- 63 What are rewards and incentive programs used for in sales management?
- 64 What are some strategies and tools used to motivate salespeople?
- 65 What are some additional perspectives on motivation in the twenty-first century?
- 66 What is the concept of equity theory in motivation?
- 67 What are some potential negative consequences of poorly designed incentive programs?
- 68 What is the process of goal-setting in motivation?
- 69 How can coaching be used to motivate salespeople?
- 70 How has the use of technology affected motivation in sales management?
- 71 What is the main purpose of sales volume analysis?
- 72 What is the primary goal of the marketing profitability analysis procedure?
- 73 What does ROAM stand for in sales management?
- 74 What is the purpose of sales force performance appraisal?
- 75 What is the main objective of performance evaluation in sales management?
- 76 What are the different types of performance appraisal techniques?
- 77 Which analysis is used to calculate the net profit earned from each sale?





- 78 Which analysis helps to determine the financial efficiency of a company?
- 79 What is the purpose of sales volume analysis?
- 80 Which performance appraisal technique compares the employee's performance with predetermined standards?

