

QUESTION 1

(10)

MULTIPLE CHOICE

1. Key sales management activities include:

- a) Guiding new product testing
- b) Reviewing sales performance from a previous period, identifying variances, and taking action based on variances
- c) Preparing marketing budgets and allocating budget to service teams
- d) Determining the overall vision for the company
- e) Establishing the promotional mix for the organization
- f) Establishing the company channel affiliate relationships

2. The sales force can play a central role in achieving a marketing orientation strategy, by

- a) Maintaining infrequent contact with customer
- b) Collecting and disseminating market information
- c) Focusing on cutting costs
- d) Following the competition's lead
- e) Limiting the amount of communication with internal organization groups so they can focus on the customer
- f) for change to happen and adapting to it

3. The main efficiency of product specialization is:

It's easy to understand product mix

- a) It shortens the distance between accounts
- b) It promotes better coordination across product groups
- c) It allows sales reps to become experts on specific products
- d) The territories are smaller
- e) It helps reduce travel time

4. The main benefit of market specialization is:

- a) Better understanding of customer needs in specific vertical markets
- b) Standardization of product offerings
- c) Better cost control

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Elvis Aryeh



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