

Securing commitment and closing essay



**ASSIGN
BUSTER**

What is the difference between external and internal relationships? 21 .

Review ALL – Building Teamwork Skills. What are the six teamwork skills defined by Stephen Covey? 22. Describe the in-group and out-group as explained by Leader-Member Exchange Theory. How do you become part of the in-group? See the handout for this information.

Marketing. ” What is the article about? What are the responsibilities of the Marketing Department? What are the responsibilities of the Sales Department? The Buying Funnel depicts the responsibilities. Chapter 11 24.

What are the four major steps of the sales management process? 25. The Sales Strategy is based on many decisions.

These decisions are related to key elements requiring even more strategies. The strategies that fall under the “ umbrella” Sales Strategy are called account targeting strategy, relationship strategy, selling strategies and sales channel strategy. What is meant by the term “ account targeting strategy’? What is meant by the term “ relationship strategy’? What is meant by the term “ selling strategy’? What is meant by the term “ sales channel strategy’? 26.

Regarding Sales Structure (page 254) what is meant by the terms specialization, centralization and span of control? 27.

Describe the four types of Sales Organization structures. Know why a firm would use each of the four types. For example, why would the firm use a Functional Organization? 28. Now, focus on how a sales manager develops

the sales force (ALL). What is a Job analysis? What is the difference between a Job description and the Job qualifications? 29.

What is the difference between a realistic Job preview and a traditional Job review? See the slide added to Chapter 1 1 . 0. What is meant by the term Sales Leadership? What is the difference between transactional and transformational leadership styles? 31 . What are the three dimensions of motivation? (DIP) 32. Describe the five bases of power that a sales manager may draw on to motivate salespeople. When given a statement expressed by a salesperson to describe a manager, be able to identify the type of power held by the manager.

33. What are the three primary methods used for Compensation of salespeople? 34. What are three types of analyses completed to evaluate the Sales Organization effectiveness?