**Sales Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. A leading retail chain has been experiencing inconsistent sales performance across its branches. The management believes that a lack of proper sales training is a key reason for this issue. As the sales manager, how would you design a sales training program to address this problem and improve overall performance?**

**Answer:**

**Introduction:**

To address inconsistent sales performance, a well-structured sales training program is essential for equipping employees with the right skills and knowledge. As a sales manager, the focus should be on enhancing product knowledge, improving customer engagement, refining selling techniques, and boosting motivation. The training should include interactive workshops, role-playing exercises, real-life case studies, and digital learning modules to cater to different learning styles. Regular assessments and feedback mechanisms will help track progress and address gaps. Additionally, branch-specific training should be implemented to tackle unique regional challenges. A mentorship program and continuous learning culture will ensure sustained improvement. A well-designed training initiative will drive higher conversions, better customer satisfaction, and consistent sales growth across all branches.

**This is partially solved sample answer**

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**Q2. Prepare a Sales Plan for a brand of electronic goods focusing in rural market.**

**Answer:**

**Introduction:**

Expanding a brand of electronic goods in rural markets requires a strategic sales plan tailored to the unique needs and challenges of these areas. Rural consumers prioritize affordability, durability, and after-sales service, making it essential to develop a competitive pricing strategy and establish robust distribution networks. The sales plan should focus on localized marketing campaigns, partnerships with local retailers, and financing options to increase accessibility. Additionally, leveraging digital platforms, influencer marketing, and village-level promotions can enhance brand awareness. Training local sales representatives and ensuring efficient service centers will build customer trust and loyalty. By adopting a community-driven approach, the brand can effectively penetrate rural markets, boost sales, and establish a strong market presence.

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**Q3. Read the case & answer the questions based on the case:**

**A luxury hotel chain, Grandstay Hotels, has been facing challenges in increasing its corporate bookings and repeat customers. The management has decided to focus on personal selling to target high-end corporate clients and loyalty programs to encourage repeat visits. They plan to hire a dedicated sales team to personally interact with potential clients, offering customized packages and services.**

**As the Sales Manager of Grandstay Hotels, you are tasked with setting clear personal selling objectives and determining sales-related marketing policies to support this initiative.**

**Questions:**

**a) What objectives would you set for your sales team to achieve success in targeting corporate clients and increasing repeat customers? How would you ensure that these objectives align with the hotel’s overall goals?**

**Answer:**

**Introduction:**

Grandstay Hotels aims to enhance corporate bookings and repeat customer retention through a personal selling strategy and loyalty programs. As the Sales Manager, setting clear objectives for the sales team is essential to ensure targeted client engagement and long-term relationships. These objectives should align with the hotel’s overall goals of increasing revenue, enhancing brand reputation, and fostering customer loyalty. By focusing on personalized service, corporate partnerships, and strategic follow-ups, the sales team can drive growth and maximize client satisfaction.

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**b) What marketing policies should you implement to support the sales team’s efforts? How would you structure pricing, promotions, and loyalty programs to attract high-end corporate clients and encourage repeat visits?**

**Answer:**

**Introduction:**

Grandstay Hotels aims to boost corporate bookings and customer retention through a dedicated personal selling approach and strategic marketing policies. To support the sales team, a well-structured pricing, promotion, and loyalty program is essential. The focus should be on competitive corporate pricing, exclusive promotional offers, and high-value loyalty rewards tailored to high-end business clients. By implementing customized packages, strategic discounts, and premium membership benefits, the hotel can enhance its appeal, build long-term relationships, and establish itself as a preferred choice for corporate stays and events. A cohesive sales and marketing strategy will ensure a seamless experience, encouraging repeat bookings and long-term partnerships with corporate clients.

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