



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) END TERM EXAMINATION (TERM - III)

Subject Name: **Value Added Course on Selling Skills**

Time: **1.30 hrs**

Sub. Code: **VAC-II**

Max Marks: **20**

Note:

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A & B. Section A carries 2 Case Studies of 6 marks each, Section B carries 2 questions of 4 marks each.**

SECTION - A

06×02 = 12 Marks

Q. 1: Case Study 1:

Brijesh is Ist year PGDM student from the Star Business School. Last month he was selected for the Big Retailer as summer intern in sales and joined last week in Gurugram. On first day he reached on time and met his reporting manager i.e. store manager Mr. Rupesh Singh at 8 am in the morning. Mr. Rupesh welcomed him and briefed him about the store. He introduced Brijesh to all his team members present in the store. Mr. Rupesh assigned one senior team member Ms Poonam as his Mentor for 2 weeks. Ms. Poonam is responsible for the apparel section. Ms Poonam has been working in the store since last 2 years and performing very well. Ms. Poonam has shown the apparel section of the store to Brijesh and explained the display of products and range of all the apparel items. Brijesh was very keen to understand each and every detail about the apparel section. Ms. Poonam asked Brijesh to observe the customers for first day and note down the observations related to buying of the apparel items, offers on the products, customer's choice, store team members and any other observation or issue. She asked Brijesh to meet her at end of day at 6 pm with update and she asked Brijesh to make his own action plan for next 2 week to increase the sales of apparel section by tomorrow. Brijesh was puzzled and confused. He was thinking of the tasks which Ms. Poonam has given to him.

Q.1(A) If you are in position of Brijesh what would you observe in store on first day and how you can incorporate your sales knowledge in your notes which you need to share with Ms. Poonam in evening?

Q.1(B) Prepare a complete action plan for Brijesh to increase the sales of the apparel section which he need to show next day to Ms. Poonam?

Q.2: Case Study 2:

Suraj is PGDM student from SJK Business School. He got selected as Assistant Manager in the wealth management firm Opulence Wealth Advisors. Opulence wealth advisor is a five year old startup firm in Faridabad. It was started by four friends who were working in multinational bank as Portfolio and Wealth Manager. Opulence has two businesses vertical – one is Equity Investment and another is Insurance. Mr. Pankaj is heading the equity vertical and Mr. Ankur is heading the Insurance vertical. Suraj has joined in the first week May and he met Mr. Pankaj and Mr. Ankur on the first day. The interaction was quite knowledgeable for Suraj as he was fresher and did not have prior experience in the sales. Mr. Ankur was the reporting manager for the Suraj and Mr. Ankur

gave the overview of Insurance sector, Insurance products, Regulatory requirements and Certification from IRDA(Insurance Regulatory Development Authority). Mr. Ankur also provided to Suraj brochure and online link to further study in detail. He asked Suraj to go through the information and prepare the elevator pitch for selling insurance products. Mr. Ankur also assured Suraj for some data for telecalling and prospecting in future. Apart from that he told Suraj to join in next week for meeting with customer who has given appointment to Mr. Ankur for discussion on investments and Insurance. The prospective customer is a business man aged 38 years old with small family of four (wife and 2 kids). Mr. Ankur asked Suraj to be ready with all information and proposal including insurance products to customer for meeting scheduled next week. Suraj is thinking from where he need to start but he is enthusiastic and happy that he is learning and getting knowledge every day.

QA: What is elevator pitch in Sales? Write down elevator pitch for selling insurance products?

QB: Propose an action plan for Suraj for Sales meeting with customer next week. What are the key selling steps he should include for sales closure during the meeting?

SECTION – B

04×02 = 08 Marks

Q3: You are the Sales Executive of ‘ABC Stationers’. Alliance Engineering Institute (AEI) is an old customer of your company and you are going to meet them to showcase the new range of products developed in last 3 months. AEI has been buying 200 files, Board Markers, Pens, Papers RIM from you every year since last couple of years. Till now, you were dealing with Mr. Mathur, the purchase manager who has now left AEI. When you visited them last (3 months back), he had given you an order worth Rs. 5 Lakhs. A new person, Mr. Chopra has joined as the new purchase manager. This is the month of March which is an important month for sales as it is last month of the financial year. You are now meeting Mr. Chopra today.

How would you open the Call and start conversation with Mr. Chopra? What would be your plan to sell new range of products to AEI as Mr. Chopra is also considering other vendors for the stationary products?

Q. 4: Practo is a Software as a service (SaaS) company started in 2008. Practo is an internet based service to schedule appointment with doctor. With the help of practo you can search for doctors based on specialty and location, doctor name or clinic name. You can also search based on the area inside the city, availability, timings and consultation fee. After finding the right doctor for yourself you can directly schedule an appointment from the app. Practo Ray is a tool made for doctors and sold to them on an annual contract basis. This tool helps doctors to manage the patient’s health record, the billing and the clinic.

You are selected in Practo as Inside Sales Manager through campus placement.

How would you use SPIN model to sell Practo solutions as a subscription-based SaaS product to Doctors?