

ASSESSMENT # 4**Total Marks: 30**

Answer the following questions:

- 1. Short questions:** **(15)**
 - I. Describe customer-focused selling.
 - II. How is reverse networking an effective technique with sales and marketing professionals?
 - III. How would you build good relationships with clients?
 - IV. What is a Unique Selling Point (USP)?
 - V. How would you dress appropriately for every business occasion?

- 2. Discuss the basic steps of the sales cycle.** **(7)**

- 3. What is SPIRIT? How does it help in setting goals?** **(8)**