

ASSESSMENT # 2**Total Marks: 30****Answer the following questions:****Q: 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?

Q: 2: Discuss the basic steps of the sales cycle. (7)**Q: 3:** What is SPIRIT? How does it help in setting goals? (8)