

Building Relationships for Success in Sales

ASSESSMENT # 10

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions (10)

- I. How can we make reciprocity work for us?
- II. Define the theory of Responsibility Assumption.
- III. What is Consultative Selling?
- IV. What is the relationship between non-verbal messages and oral communication?
- V. Give at least five examples of customer-focused questions.

Q: 2: What influences people in the way they form relationships? Discuss. (5)

Q: 3: Discuss the Johari Window concept in detail. (5)

Q: 3: What is the difference between open and closed questions? Explain, using examples. (5)

Q: 4: What is a professional handshake? Describe the factors that determine the message communicated by a handshake. (5)