

results as tasks will be performed haphazardly.
poor sales

[MKT306] It is to be noted that the effectiveness of the sales force largely depends on the quantity and quality of _____ it has received.
training

[MKT306] The procedure for selecting the sales force can be divided into _____
major phases or steps.
nine

[MKT306] In a typical large organization, the task of selection is handled by the personnel or human resource department, with assistance from the _____
department when new salesmen are to be selected.
marketing/sales

[MKT306] In sales force organizational structure, _____ are defined and persons are assigned their individual duties and positions that fit into the operation of the unit and entire enterprise.
roles

[MKT306] People buy for fear of _____ and for opportunity of gain.
loss

[MKT306] As representatives of their companies, salesmen need to _____ in the companies they represent.
belief

[MKT306] A professional salesman sees his fate as being intricately linked to those of his organization and _____.
customers

[MKT306] The basic functions of management of any firm or its units are planning, organizing, coordinating, _____, and controlling, among all others.
motivating

[MKT306] The motivation for buying is the _____ that will accrue from the exercise.
benefit

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