

Workbook Code: SC IPL/1134/SME/09

Name: _____ Organisation: _____

This workbook focuses on the level of involvement in form and content in the domain of Sales Management by a CEO of a Small and Medium Enterprise (SME).

Please choose the right option from the multiple choice answers given after every question.

1. Which of the following is the “Role of CEO in Sales Management”?

- a) Make sales calls every day
- b) Employ enough salespersons so that relevant sales calls are made every day
- c) Recruit, Retain and Results compliance from the sales team
- d) Ensure “Customer Centricity” in the organisation
- e) Manufacture / Acquire products / services at a competitive rate and best quality

2. What is the “Responsibility of a CEO in Sales Management”?

- a) Create strong brand image in the market
- b) To organise in a way that there is minimum investment in finished goods
- c) To ensure business is always profitable for the organisation
- d) To maintain very good relationship with the customers
- e) The motivation levels of the entire sales team is always very high

3. What should a CEO review “Every day” in Sales Management?

- a) Sales made for the day
- b) Collections done from the market
- c) New credit extended in the market
- d) New Leads generated every day – Quality and Quantity
- e) CEO does not have time every day for Sales Management

4. What is the most important “Authority” in Sales Management which should be delegated to the Sales Manager? (Please select from the given list only)

- a) Authority to “hire” and “fire”
- b) Authority to spend money for sales development within budgets
- c) Authority to conceptualise strategy
- d) Authority to give award, reward and recognitions
- e) Authority to decide targets and deadlines

5. Please arrange the following stages of a Sales Lead in ascending order?

- Suspect(A)
- Opportunity(B)
- Prospect(C)
- Part Closing(D)
- Negotiation(E)
- Closing (F)
- Proposal(G)

6. Which of the following acts in Sales Management makes a CEO “penny wise and pound foolish”?

- a) Check and pass travel and petrol vouchers
- b) Check whether every salesman has worked enough every day or not
- c) Check attendance and no of hours spent by sales team for office work
- d) Check conversion ratio from “Opportunities” to “Proposals” in Sales Pipeline every day.
- e) Compare the expense vs income ration on Sales Dept.

7. What should a CEO discuss with a Sales Manager every day?

- a) The CEO should not meet the Sales Manager every day.
- b) The CEO should discuss about the sales value every day(numbers)
- c) The CEO should discuss the MTD¹ Ratio Analysis of Cost vs Income
- d) The CEO should just ask the no of new leads generated yesterday
- e) The CEO should only discuss the income generated by the team

8. Which of the following is the role of a CEO in pricing a product or service?

- a) CEO should decide on the bottom line and leave the pricing strategy to the Sales Manager
- b) CEO should study competition in the market and then fix the price.
- c) CEO should personally handle all big sales negotiations and decide on the final price on the spot
- d) CEO should price the product higher than market.
- e) CEO Should price the product lower than the market

9. The CEO has one of the following role to play in market expansion. Which one is it?

- a) Study export market
- b) Make more sales calls every day
- c) Organise collaborations and new contact points of TG with Sales Manager
- d) Dedicate some time with sales team every day
- e) The CEO has no role to play in market expansion

10. Which of the following are the best practices in Sales by successful CEO's across the globe do you practice?

¹ MTD = Month Till Date

- a) CEO spends some time with new members in the sales team every day/week/month depending on the size of the organisation
- b) CEO creates an environment where every day is treated as a fresh day irrespective of whatever happened yesterday.
- c) CEO closely follows the Sales Dashboard
- d) CEO looks into customer complaints personally.
- e) CEO reviews lost cases personally and if required meets lost customers personally.
- f) CEO tracks and monitors induction program of new members in the sales team.
- g) CEO facilitates sale every month at least to the tune of covering his own salary or total pay-out.
- h) CEO does not hate to make joint calls with salespersons, if the same is required.
- i) CEO gives top most priority to Customer Centricity in the organisation.

Notes for the day