

Ans = 4

Types of Sales Executive

Sales executives are the members of sales management of an organisation.

(i) Manufacturers Salesmen :- They are responsible for promoting sales, creating demand, developing good will and creating new outlets for the products. They may be of the following types :-

- a. Pioneer Salesmen
- b. Resale Salesmen
- c. Merchandising Salesmen

(ii) Wholesaler Salesmen :-

These salesmen are appointed by wholesaler to procure orders from retailer.

(iii) Retailer Salesmen :-

They are appointed by ~~wholesaler~~ retailers to sell the products to consumers.

(iv) Speciality Salesmen :-

These salesmen are concerned with promotion and sales of special goods such as, books, AC etc.

(v) Industrial Salesmen:-

They sell technical products and industrial products to business houses. They have technical knowledge of their products.

(vi) Exporter's Salesmen:-

They are appointed to sell the products to distributors located in foreign countries. They must have knowledge of procedure of foreign trade and import, export documentation.

(vii) Service Salesmen:-

They are appointed by the company providing intangible services like banking insurance. These salesmen explain the benefits of these services to the ~~pers~~ prospective customers.

Quality of Sales Executive

Following are important qualities that a salesman or executive should have:-

(a) Managerial Skills

(b) Initiative and Far Sightedness

(c) Professional Qualification

(d) Technical knowledge of product.

(e) knowledge of Buyer behaviour

(f) Geographic knowledge of Sales territories.

(g) Maturity and patience

(h) Confidence

(i) Cooperative.

(j) Leadership Qualities.

(k) Pleasant Personality

(l) Negotiating Skills

(m) Commercial awareness

(n) IT Skills.