

Ans 11

Salesmanship is the soul of Business :- Salesmanship is a seller-initiated effort that provides prospective buyers with information and motivates or persuades them to make favourable buying decision concerning the seller's products & services.

Salesmanship is the art of influencing or persuading people to do what sales representative wants them to do. Salesmanship is ability to persuade people to want the things which they already need. It is the ability to convert human needs into wants. In today's dynamic & highly competitive environment, salesmanship is necessary & it is a connecting link b/w seller & buyers at every step i.e. from the collection of raw materials to finished products. The market expands along with competition.