

Ans - 4 Explain types and qualities  
of Sales executive.

① Responsibilities :-

• build good working ~~relationship~~  
relationship.

• Understand the needs of your  
business customers.

• Research the market and  
related products.

• Present the product or service  
favorable and in a structured  
professional way face to face.

② Salary :- Salaries are  
usually a combination  
of a basic salary and a  
bonus or commission.

The combined amount is often  
referred to as on target earning.

• Commission may be calculated  
as a percentage of or flat  
rate for every sale.



③ Working Hours - Working hours vary according to the sector but are generally quite long, with the pressure to meet targets making late finishes a regular part of job.

④ What to expect - The sales industry is target driven and the work can sometimes be demanding and pressurised.

⑤ Qualification - This area of work is open to all graduates. The following subject to improve your chances

- business, management or marketing
- computing, engineering or technology.
- media studies.
- modern European or Asian language.



## ② QUALITIES OF S. EXECUTIVES

① Ability to Listen - A good

Sales person need to satisfy a client needs. The only way to find out what those are is by listening to what is saying.

The best sales people are not always talking.

② Empathy - A good sales person

knows to feel what their customer feel.

③ Hunger - These folks also have a need to sell that goes beyond the money. They have personal needs only a sale can help them.

④ Competitiveness - Sales people who succeed enjoy measuring their skills against their peers.

⑤ Confidence - Believing the product or service they are selling is essential.