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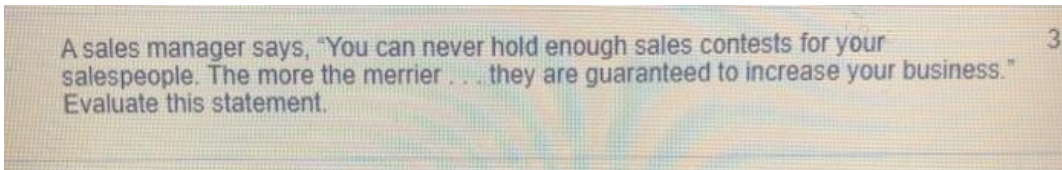
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Question: 3 A sales manager says, "You can never hold enough sales contests for your salespeople. The more ...



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Expert Answer



Sanjeev K
answered this

The statement emphasises on importance of sales contests among the salespeople that create a healthy rivalry among themselves, which prompts them to outperform each other individually or team wise, creating a synergistic environment where they try to generate more and more sales for the company. In any scenario, the contests generate more profit through sales than the cost incurred, and are a motivating factors for the sales teams / individuals. In this way, they are a win win situation for both salespeople and company, thus any number of such events is good enough, and there are no limits.

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