



RAMA UNIVERSITY

w w w . r a m a u n i v e r s i t y . a c . i n

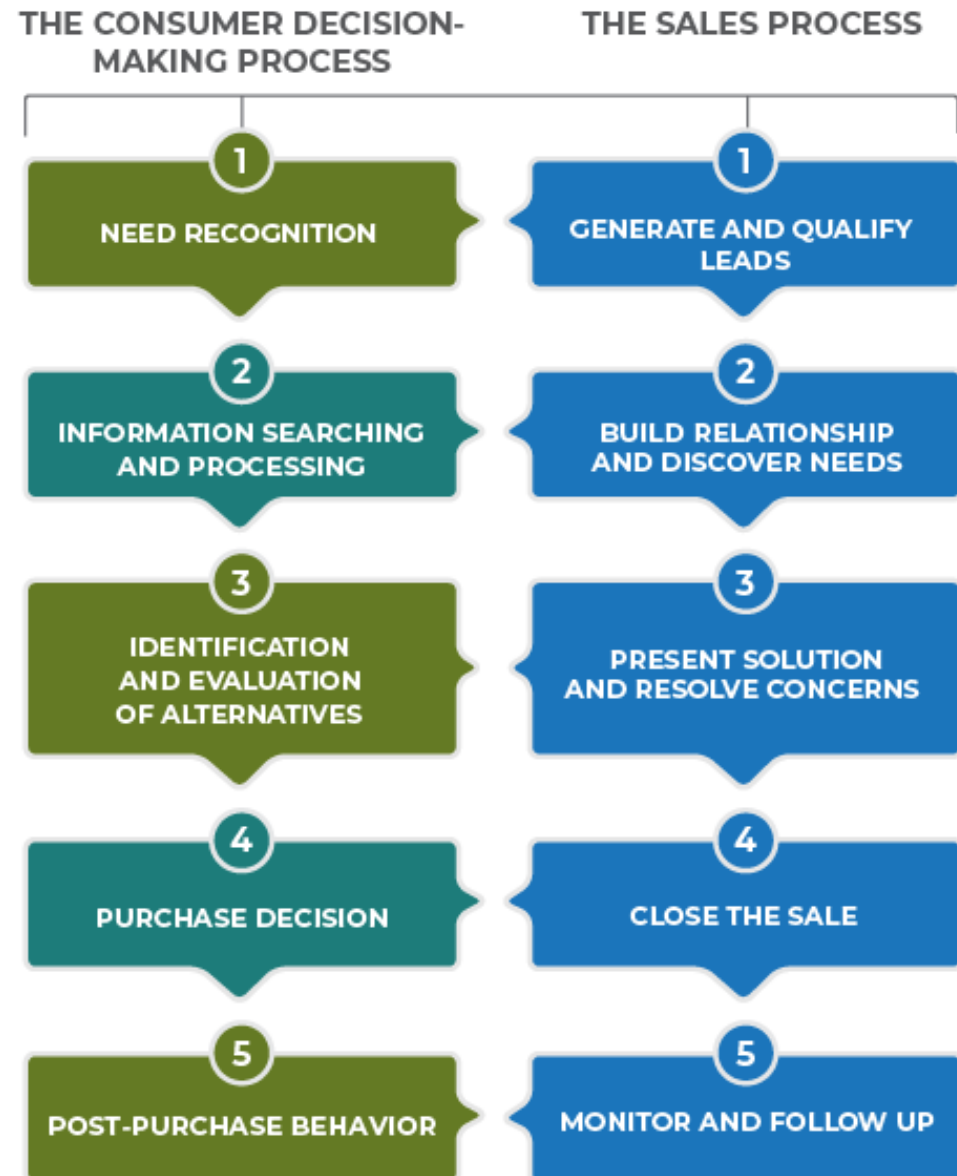
E-Content BBA402- Marketing Management

Lecture 35- The Sales Process

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

The Sales Process

PARALLEL PROCESSES: BUYING AND SELLING



IMC SUPPORT FOR THE SALES PROCESS

