

Activity: Salesperson Survey

Objective of the Activity:

To evaluate on-ground salespersons across industries and understand factors influencing their performance and motivation.

Number of Participants:

25 students, working in groups of 4–5.

Learning Outcomes:

- Real-world exposure to sales dynamics
- Ability to design and conduct professional surveys
- Improved analytical thinking through data interpretation

Feedback Process for Learners:

Group presentations followed by peer and faculty review. Individual reflection reports are submitted and assessed for depth and insight.
