**Task** – Describe **a minimum of 3 personal skills / qualities** required to effectively market and sell the product or service (Criteria 3a).

Example: **Problem Solver**

Salespeople need to be good problem solvers, so they can help customers to overcome problems. For example, a customer could have a problem getting to your shop, therefore you could offer to deliver the product, which would solve the customer’s problem.



(Vectorstock, 2020)

***Tip*** = Click the link for help - <https://www.businessalligators.com/sales-skills-qualities-for-salesperson/>