



Certificate in Marketing Skills

SELLING SKILLS

WEDNESDAY, MAY 2, 2007. TIME: 2.00 pm - 4.00 pm

Please attempt Section A and TWO questions from Section B.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark **QUESTION 1** and the next **TWO** questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

SECTION A (50%)

Case Study: *Handling the Objection*

John's sales presentation had gone well. He had asked all the right questions, he had converted all the features into benefits, and he had got the prospect to do most of the talking. He felt from the comments made that the prospect was interested in his product even though it was 10% more expensive than his competitor's. Then the following conversation occurred:

John: So, can I write up an order for you?

Prospect: No, not just yet. It's a bit expensive for my liking.

John: Well if you can't afford it I won't waste any more of your time, or mine. Thank you for meeting me.

1. (a) Outline the value of objections to salespeople. (10 marks)
- (b) Evaluate John's performance. (15 marks)
- (c) Explain how you would handle the situation. (25 marks)

P.T.O.

SECTION B (50%)
(Please attempt TWO questions)

2. An electrical goods store sells microwave ovens for €240 including VAT at 20% and a sales margin of 33.34%.
- (a) What is the retailer's mark-up in percentage terms? (5 marks)
 - (b) What value does the retailer add to the product? (5 marks)
 - (c) How much VAT is included in the price? (5 marks)
 - (d) What is the sales margin in monetary terms? (5 marks)
 - (e) How much VAT did the retailer pay when he bought the product from the wholesaler? (5 marks)

(Note: A VAT rate of 20% is used for the convenience of the question rather than indicating the existence of such a rate in the Republic of Ireland.)

3. Explain the decision-making process a consumer might go through in purchasing a new car and outline the role of the salesperson at each stage. (25 marks)
4. (a) Outline a retailer's obligations under the Consumer Information Act. (15 marks)
- (b) Explain the *nemo dat quod non habet* rule and outline three exceptions to it. (10 marks)
5. (a) Advise the marketing manager of a household entertainment equipment manufacturer on planning his company's participation in the Ideal Homes Exhibition. (15 marks)
- (b) Explain how the marketing manager might evaluate his company's participation in the exhibition. (10 marks)