



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, 3RD MAY 2000. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five 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.

1. Describe the benefits of personal selling to consumers, business firms, the economy and society.
2.
 - (a) Explain the self-concept theory.
 - (b) Examine the implications of the self-concept theory for the personal seller of industrial products.
3. “As a salesperson you cannot know too much about your product, just be careful not to say too much.”
Discuss.
4. Evaluate the use of consultative selling as a means of presenting a 10-car fleet to a company’s sales manager and financial director.
5.
 - (a) Explain the value of completing and submitting sales call reports.
 - (b) List the information that should be included in a sales call report.
6. Respond to the salesperson who says to you: “Prospecting, for me, would be a waste of my scarce time. I have all the work I can handle servicing my existing accounts - they’ve got to come first.”
7. Explain how the assumptive close underlies all other closing techniques.
8. Describe the function and contents of an effective written sales proposal for expensive capital equipment.