



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 22, 2001. 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 function and contents of effective sales call reports.
2. Outline the basic sale closing tactics a salesperson might use.
3. As a salesperson for a manufacturer of expensive suits (£300 - £400) explain the buying motives you would cite in persuading exclusive menswear stores to carry your line.
4. (a) Outline the criteria that determine whether a sales lead might be regarded as a prospect.

(b) As a salesperson of the following products suggest how you would develop prospect lists:
 - Fork lift trucks
 - Office furniture
5. *“Rejection can be beneficial to a salesperson.”*
Discuss.
6. Present a classification of personal selling positions and explain how the personal characteristics required for success in each position might differ.
7. Examine the mythical perceptions of personal selling that are currently held in society.

P.T.O.

8.
 - (a) Evaluate the use of testimonials in personal selling.
 - (b) Outline the other risk reduction strategies available to the salesperson.