



## Certificate in Selling - Stage 1

### PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 9, 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. A manufacturer of car tyres wishes to forecast the likely sales value of its product in each county of the Republic of Ireland for the next sales period. Explain any four methods that are available to the company in this endeavour.
2. Using practical examples to illustrate your answer explain the following sale closing techniques:
  - Assumptive close
  - Erection of barriers
  - Minor point close
  - Continued affirmation
3. Describe the process an industrial organisation might adopt in deciding on the first-time purchase of an expensive item of capital equipment.
4. Advise a new salesperson in the industrial market on all aspects of sales call planning.
5. *“Complaints from customers present an important opportunity for salespeople.”*  
Discuss
6. Assess the role of personal selling in the marketing function.

**P.T.O.**

7. Explain how questioning improves the effectiveness of all elements of the sales call.
  
8. (a) Why are demonstrations particularly useful in sales presentations?  
(8 marks)
  
- (b) Using a consumer product as an example describe how you would conduct a sales demonstration and state the specific objectives of that demonstration.  
(12 marks)