



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 21, 2002. 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. If sales can be made by telephone at less than 10% of the cost of personal calls why don't companies eliminate their field sales forces entirely?
2. Explain two approaches to understanding buying motives in the consumer market.
3. (a) Why should objections be regarded as buying signals?
(b) Explain the tactics available to a salesperson for identifying hidden objections.
4. *All closing techniques are hard-sell approaches and therefore are inappropriate in a customer-oriented selling environment.*
Discuss.
5. Outline the main risk-reduction strategies available to the salesperson of industrial products.
6. Evaluate the use of showmanship in a sales presentation.
7. *The increasing costs of customer acquisition means that follow-up must be regarded as the most important stage of the selling process.*
Discuss.
8. Describe the process an industrial organisation might adopt in purchasing expensive capital equipment.