



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 8, 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. Explain why personal selling might be viewed as the most powerful tool in the marketing communications mix.
2. *“Strictly speaking, the salesperson does not sell anything but merely helps to condition the mind of the prospect so that the latter buys”.*
(Buskirk and Buskirk).
Explain this statement and evaluate its implications for the personal seller.
3. Describe the methods a salesperson might employ in handling customer objections.
4. (a) Explain how the assumptive close underlies all other closing techniques.
(b) Describe any three other closing techniques.
5. (a) What information regarding a prospect for a €12,000 retail security system should a salesperson gather before making his/her first call on that prospect? (12 marks)
(b) Typically where might such information be sourced by a salesperson? (8 marks)
6. Advise a person, new to personal selling, on the development of the sales presentation.

P.T.O.

7. *The objective of all sales calls should be to make a sale.*
Discuss.
8. Explain how the Pareto Principle might be applied by a salesperson in all his/her normal selling activities.