



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 20, 2003. 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 the factors a salesperson should take account of in deciding on the method of sales presentation to employ.
2. Explain how a salesperson can improve performance (including personal earnings) through effective time management.
3. (a) Outline the factors that differentiate personal selling from other elements of the promotions mix.
(b) Explain the product characteristics that typically determine whether personal selling will be used as part of the promotions mix.
4. Every sales presentation should be unique because prospects are individuals and should be treated on an individual basis.
Discuss.
5. Examine the main social forces that influence a consumer's buying behaviour and outline their implications for the personal seller.
6. (a) Assess the value of partnering to both the supplier and the customer.
(b) Explain the criteria for building partnership arrangements.
7. Examine the use of reference selling both as a closing technique and as a risk reduction technique.

P.T.O.

8.
 - (a) By means of practical examples, demonstrate your understanding of any five techniques available to a salesperson for handling customer objections.
 - (b) Outline the main categories of objections that customers make.