



## Certificate in Selling - Stage 1

### PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 18, 2004. 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 buying motives that a salesperson of industrial lifting equipment should concentrate on when making a sales presentation to each of the following executives of a potential customer:
  - (i) Financial Manager
  - (ii) Production Manager
  - (iii) Purchasing Officer.
  
2. *If the product is right and the sales presentation is right there is no need to use closing techniques.*  
Discuss.
  
3. Explain how questioning improves the effectiveness of all elements of the sales call.
  
4. (a) Explain the criteria a salesperson might use in determining whether a sales lead might be considered a prospect.  
  
(b) Describe five sources of prospects a life assurance salesperson might use.
  
5. Advise a sales executive on the preparation of a written sales proposal for production equipment costing €500,000 to be presented to the Board of Directors of a large manufacturing company.

**P.T.O.**

6.
  - (a) Explain why a salesperson might not cover all the benefits of his product in a sales presentation.
  - (b) Evaluate the policy of a salesperson raising a potential objection that the prospect has not mentioned.
7. Outline the range of tasks that salespeople fulfil on behalf of their company
8. “A good rule for salespeople is: *Get the order and get out*”. (Futrell). Discuss.