



EXAMINER'S REPORT

AUGUST 2004

PRINCIPLES OF PERSONAL SELLING

Question 1

This was the best-answered question. The question asked for an explanation of the buying motives of the financial manager, the production manager and the purchasing officer in the purchase of industrial lifting equipment. Omitting the latter executive immediately lost 33% of the marks available. Greater depth was also required in explaining the motives of the other two.

Question 2

This question asked the students to 'Discuss' a statement. It was intended that the students would present the case for agreeing with the statement and the case against as the word *discuss* requires.

Question 3

Questioning can improve the effectiveness of the sales call in such areas as opening the interview, closing the sale, understanding the need, confirming the prospect's understanding, getting the prospect involved in the interview, getting attention, etc, etc. Having opened with the statement "Asking questions is a necessity" no further reference was made to the subject matter of the question.

Question 4

Part A required an explanation of such criteria as; need, authority, means, and eligibility. It did not require any outline of prospect sources as provided by the student. Part B required a description of five sources of prospects for life assurance.

Question 5

This question was not attempted. It can be answered directly from the class handout provided at the examiner's conference.

Question 6

This question was not attempted. An answer to Part A would, among many other reasons, have explained that all benefits are not relevant to all prospects, and that there is no need to cover any further benefits when the prospect has already decided. In answering Part B such issues as creating an image of honesty and reliability should be mentioned. However, so too should the issue of planting negative thoughts in the prospect's mind, the possibility that having raised it he might not be able to resolve the objection to the prospect's satisfaction and so on.

Question 7

The list is almost endless; prospector, marketing researcher, seller, technical advisor, administrator, complaint handler, credit controller, repairperson, etc, etc.

Question 8

The statement was taken directly from the essential text. However, one would have thought that the statement “A good rule for salespeople is: *Get the order and get out*” could have been addressed with some modicum of expertise without ever reading the text or studying the subject.