



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 17, 2005. 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. Using the sale of a vacuum cleaner to a consumer as an example to illustrate your answer, explain any five closing techniques with which you are familiar.
2. *The objective of every sales call is to make a sale.*
Discuss.
3. (a) Outline any six techniques a salesperson might use to overcome customer objections.
(b) Examine each of the following comments from prospective customers and suggest specifically how a salesperson should react:
 - Your competitor's product is better.
 - Give me a 10% discount and I'll give you the order now.
 - I don't want to take risks.
4. *All customers deserve equal treatment.*
Discuss.
5. Examine the factors a salesperson should take into account when choosing the most appropriate sales presentation to use.
6. Outline the industrial purchase decision-making process and explain how the type of purchase and the type of product will affect the process.
7. *Sales call reports are a waste of a salesperson's time.*

P.T.O.

Discuss.

8.
 - (a) Define *personal selling* and explain its role in a company's marketing communications mix.
 - (b) Explain why some product types are more frequently promoted by personal selling.