



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 11, 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. *The only time to attempt to close the sale is when the prospect is obviously ready.*
Discuss this statement.
2. (a) Advise a sales manager on the qualities to look for in selecting salespeople.
(b) Outline the variety of roles a salesperson fulfils for an employer.
3. (a) Explain the characteristics that differentiate a prospect from a lead.
(b) Describe five prospecting methods you would use as the salesperson for a main dealer of the full range of John Deere tractors.
4. (a) *An objection to purchase is an indication that the prospect is interested in the product.*
Explain this statement.
(b) Outline four major categories of objections that industrial buyers might make.
5. Using a product of your choice to illustrate your answer explain any sales presentation method with which you are familiar.
6. Examine the main elements of self-management that a salesperson should consider to enhance his/her efficiency and effectiveness.

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7.
 - (a) Describe the various categories of perceived risk that consumers experience in making major purchase decisions.
 - (b) Explain how an individual's self-concept will affect his perception of risk.

8.
 - (a) Examine the considerations a salesperson should take account of when deciding on the amount of follow-up to engage in.
 - (b) Outline any eight functions of the follow-up process.