



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, AUGUST 16, 2006. 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. *“Attitude is more important in selling than in most other job”*.
Charles Futrell, 2002.
Discuss. (20 marks)
2. Using a product of your choice to illustrate your answer, explain any sales presentation method. (20 marks)
3. (a) Describe the four categories of risk perceived by consumers in making major purchases. (10 marks)
(b) Explain the alternative strategies a car salesperson might use to overcome those perceived risks. (10 marks)
4. (a) Explain why a salesperson should collect competitor intelligence. (10 marks)
(b) Describe the main techniques used for forecasting sales. (10 marks)
5. Examine the tasks to be fulfilled by a salesperson after a successful sales presentation. (20 marks)
6. (a) Explain the value of qualifying prospects prior to a sales call. (5 marks)
(b) The managing director of a manufacturing company has made enquiries about your company’s range of fork lift trucks. Outline the information you will collect in qualifying the managing director prior to your first sales call. (10 marks)
(c) Identify the potential sources of such information. (5 marks)

P.T.O.

7. (a) Outline the typical buying signals a salesperson should be aware of. (10 marks)
- (b) Explain the factors that determine the extent of follow-up a salesperson should engage in. (10 marks)
8. *Good salespeople don't need closing techniques.*
Discuss. (20 marks)