



Certificate in Selling - Stage 1

PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 17, 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. *Good salespeople are born with a natural ability that cannot be provided by training.*
Discuss. (20 marks)
2. (a) Describe the decision process a consumer might adopt in the purchase of a new motor-car. (10 marks)
(b) Explain the role of the salesperson at each stage of that process. (10 marks)
3. Using a vacuum cleaner as an example to illustrate your answer explain the stimulus-response method of sales presentation.
4. (a) Describe the role of the personal selling function in the marketing planning process. (12 marks)
(b) Explain the circumstances under which a company would be likely to employ a personal selling team to promote its product. (8 marks)
5. (a) Evaluate cold calling as a personal selling strategy. (10 marks)
(b) Identify and describe the characteristics of effective sales call objectives. (10 marks)

P.T.O.

6. Explain **each** of the following sale closing techniques.
- The Direct Close (5 marks)
 - The Assumptive Close (5 marks)
 - The Alternative Close (5 marks)
 - The Minor Point Close (5 marks)
7. “*There is no place in our society for high-pressure, manipulative selling.*”
Charles Futrell, *Fundamentals of Selling: Customers for Life*, 2002, page vii.
Discuss. (20 marks)
8. (a) Explain the functions of sales call reports. (10 marks)
- (b) Describe the information that should be included in a sales call report. (10 marks)