



## Certificate in Selling - Stage 1

### PRINCIPLES OF PERSONAL SELLING

WEDNESDAY, MAY 2, 2007. 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 trial close is one of the best selling techniques to use in your sales presentation.* (Futrell).  
Examine this statement. (20 marks)
2. (a) Explain the value to a salesperson of a prospect's objections. (10 marks)  
  
(b) Examine the following statements from prospective customers and suggest how you would respond to them.
  - "That sounds like a good deal and the product is suitable but I'm not interested now, maybe later".
  - "It is too expensive, your competitor is €150 cheaper".
  - "I understand the technology in this type of equipment is changing so I am going to wait until next year to upgrade my system". (10 marks)
3. Explain the elements to be considered in planning a sales call. (20 marks)
4. Explain the Pareto Principle and describe its implications for all aspects of personal selling. (20 marks)
5. (a) "*Prospecting is the lifeblood of selling*". (Futrell).  
Explain this statement. (15 marks)  
  
(b) Differentiate between a *sales lead* and a *prospect*. (5 marks)

6. Explain the Communications Process Model and examine the implications of each element of it for the personal seller. (20 marks)
7. (a) Explain the decision-making process that an industrial organisation might employ in purchasing expensive capital equipment. (10 marks)
- (b) How and why will the process be different when the organisation is buying paper for its photocopier? (10 marks)
8. Explain **each** of the following terms:
- The selling process (5 marks)
  - Sales call reports (5 marks)
  - Buying signals (5 marks)
  - Routing plans (5 marks)