



## Certificate in Selling - Stage 2

### PRACTICE OF SELLING

**FRIDAY, 5<sup>TH</sup> MAY 2000. TIME: 9.30 am - 12.30 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. Discuss the contribution of preparation to the sales process.
2. Assess the relevance of qualitative sales targets in professional selling today.
3. Discuss the roles telemarketing can play in sales strategy.
4. Describe any **three** recent developments in the purchasing function, using Irish examples to illustrate these practices.
5. Outline the sales process likely to be used when selling to a major or key account.
6. “When implementing a sales force automation process, the real challenge is a cultural one.”  
Discuss.
7. Design a training session for experienced salespeople on the factors to be considered when preparing for a sales negotiation.
8. Explain the performance appraisal process, paying specific attention to how it impacts on the salesperson.