



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, MAY 11, 2001. 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. Using Millman and Wilson's Relational Development Model outline the typical progression of a buyer-seller relationship in a key account.
2. As sales director of a high-quality Irish clothing company assess the organisational options suitable for you in order to export to North American and European markets.
3. Describe a salesperson evaluation matrix and comment on its usefulness to a sales manager.
4. December 2000 and January 2001 were the best ever months for retail sales in Dublin. Comment on the specifics of personal selling in retailing and explore the challenges the retailing industry faces in the future.
5. Suggest options a company might consider when looking for greater integration of its sales and marketing functions.
6. Outline the major areas where ethical issues in selling arise, suggesting guidelines for their handling.
7. Discuss the three factors, identified by Cardozo, which impact on the composition of the decision making unit, the nature of the decision-making process, and the criteria used to evaluate product offerings.
8. Assess the factors an effective salesperson should attend to prior to a sales negotiation.