



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, MAY 10, 2002. 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 main elements of effective self-management for a field sales representative.
2. Analyse how the technological forces outlined by Anderson in 1996 have actually evolved today.
3. Describe the approaches a retail salesperson might use, giving contextual examples to illustrate each one.
4. Outline the differences between consumer and organisational buying, commenting on the implications of these for a business-to-business salesperson.
5. Prepare a presentation for newly-recruited, inexperienced salespeople about the contribution of preparation to the overall sales process.
6. Describe the various types of intermediaries that an Irish company debating establishing an overseas market presence might consider.
7. Detail fully the performance appraisal process, illustrating how it impacts on the individual salesperson.
8. As sales director for Bank of Ireland defend your proposal to take a stand in the forthcoming National Ploughing Championships and outline your plans for its management.