



## Certificate in Selling - Stage 2

### PRACTICE OF SELLING

**FRIDAY, AUGUST 22, 2003. 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. As the newly-appointed sales manager of a catering supplies company, defend your request to your managing director for the extra resources required to recruit two new sales people for the home market.
2. Assess the qualitative salesforce evaluation criteria, suggesting mechanisms for their measurement.
3. Taking any export market of your choice discuss the cultural factors that an export salesperson will need to address in order to sell effectively in that market.
4. You have been appointed sales manager for a newly-established telemarketing function in your company. Prepare a report for your sales director outlining the job types that you will need to recruit prior to launching the operation.
5. Describe how the particular buy-class can affect organizational buying behaviour. What implications has buy-class analysis for salespeople in business-to-business selling?
6. Discuss the key components of atmosphere and suggest how a filling station forecourt outlet could maximize its communications to customers through the use of atmospherics.

**P.T.O.**

7. In January 2003 IBM announced its intention to recruit two hundred additional sales and marketing staff for its Irish offices. Suggest possible options IBM management might consider to ensure the close integration of their sales and marketing functions.
8. Evaluate the relevance of the forces outlined by Anderson in today's selling environment.