



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, MAY 7, 2004. 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 relationship between sales and marketing, suggesting ways in which it may be organized.
2. Describe the options open to an Irish company who may wish to establish a sales presence in any of the new member states of the European Union.
3. Identify the likely stages in the development of a key account relationship.
4. Outline the buy phases a salesperson might meet in the organizational decision-making process.
5. Prepare a presentation for your managing director explaining the importance of good territory management practice.
6. Discuss the issues encountered when selling a service as opposed to a tangible product.
7. Discuss the contention that quantitative measures of performance of sales people are more likely to mislead than guide evaluation.
8. Assess the role of the salesperson in the implementation of corporate strategy.