



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, MAY 13, 2005. 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 a senior sales representative training in a new recruit, what advice would you give with regard to commonly-encountered ethical issues?
2. As sales manager, prepare a presentation on the likely implications for your salesforce of your company's decision to implement Total Quality Management (TQM).
3. As the sales director for an Irish spring water company, you have taken the decision to export your products to the European market. Examine the organisational options open to you for getting your products into this market.
4. Identify the type of approach a key account salesperson might use, commenting on the skills required.
5. Accepting the five stages in the evolution of selling as outlined by Wotruba, describe how policies and procedures for managing the personal selling function must evolve.
6. Prepare a report for your Sales and Marketing Manager supporting your belief that as a senior salesperson you should be fully sales automated.
7. Design a training session for experienced salespeople on the factors to be considered when preparing for a sales negotiation.
8. A recent report (November 2004) published by Forfás highlighted the difficulty for Irish SMEs in sourcing suitably qualified sales staff. Prepare a presentation for business graduates on why they should consider a career in sales.