



## Certificate in Selling - Stage 2

### PRACTICE OF SELLING

**FRIDAY, AUGUST 18, 2006. 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 sales representative for a large computer manufacturer, outline the likely decision-making process of your largest customer.
2. Discuss the role of marketing in the personal selling mix.
3. As an Irish light engineering manufacturer detail the considerations involved in choosing and appointing an agent for an overseas market.
4. Using examples describe the skills required for effective selling in the **four** different types of sales jobs.
5. As sales director for a large Irish retail group prepare a briefing for new franchisees on the role of atmospherics in retail selling.
6. Assess how good territory management practice contributes to effective selling.
7. Outline the concept of buyer-seller relationships in a key account framework.
8. As a sales representative outline the reasons for your preferred mix of sales evaluation tools.