



Certificate in Selling - Stage 2

PRACTICE OF SELLING

FRIDAY, MAY 19, 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 manager prepare a report for your newly-appointed Managing Director outlining the necessity for the marketing and sales functions to merge, and suggest possible organizational structures which could be put in place to achieve the potential synergies.
2. Outline the possible options available to a medium-sized Irish seafood processor who is considering selling their produce on to the European market.
3. As a business-to-business sales representative, outline the likely organizational decision-making process you would encounter for a product or service deemed to be a “new task” by the customer.
4. Using Wotruba’s classification, illustrate the evolution of personal selling.
5. As sales training manager prepare a presentation on the key account sales process for a team of newly-recruited business graduates who have recently joined your company.
6. Discuss the issues specific to selling a service as opposed to a product.
7. Prepare a report for your sales manager supporting your request for increased automation of the sales force.
8. Assess the opportunities and threats to the personal selling function with the rise of e-business.