



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, 4th MAY 2000. TIME: 2.00 pm - 5.00 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.

(Note : Marks are awarded for the relevant use of contemporary Irish examples of marketing practice)

1. Selling is no longer about selling to customers, but about doing business with customers.
Discuss in terms of impacts on Sales Management.
2. How would a Sales Manager assess the benefits of a Sales Management Information System and what are the common problems that frequently reduce its effectiveness?
Describe a SMIS which you are familiar with.
3. What are the practical implications of McMurry and Arnold's nine classifications of selling types for sales person recruitment?
4. A manufacturer of garden tools is experiencing problems with the performance of the company's sales people and believes that this is due to the low level of job satisfaction experienced by them. Advise management on the steps that should be taken to enhance the job satisfaction of the salesforce.
5. As business-to-business and retail sales on the Internet continue to grow, what will be the impact on the role of the Sales Manager and the direct salesforce?

P.T.O.

6. Formica Ltd. is the world leader in 'decorative surface materials.' In the 1980s it was organised on a traditional hierarchical and geographical basis with a sales director, divisional manager, regional sales managers and sales people. Sales people were allowed to approach customers in their own way as long as they reached minimum sales targets. Formica Ltd. is now under pressure from new competition, scarce resources, reduced volumes and less time for meetings, etc. Its customers are new building projects, manufacturers (e.g., kitchen worktops, bedroom fittings, etc.), DIY stores, and individual architects. How would you reorganise the sales structure to meet the challenges of the 2000s using a variety of sales supports and approaches?
7. How would a Sales Manager identify agents/distributors to supplement the sales effort? What criteria would be appropriate for selecting an agent/distributor? How could they be motivated and how would one assess their performance?
8. What are the factors that make up a job analysis of a sales person? How would one measure job activities (show any formats) and prepare a job description for a sales person selling human resource management software in a business-to-business environment.