



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, MAY 10, 2001. 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 and international examples of marketing practice)

1. *“Salespeople over forty produce as effectively as their younger competitors; people with no previous experience perform as well as experienced salespeople; people without a high school diploma perform in sales as well as those with advanced degrees.”*
Critically assess this statement in terms of the characteristics of good sales people.
2. An individual sales person may, at one extreme, use a stylised technique which attempts to conduct the sales presentation in a pre-arranged way, or at the other extreme, use an *ad lib* unplanned approach. Evaluate the usefulness of any one sales presentation theory in practice.
3. Discuss the principles underlying salesforce organisation and analyse the main steps in establishing a new sales organisation.
4. Analyse and discuss relationship management and its implications for sales management.

P.T.O.

5. As sales manager you have the task of employing a sales team of 18 sales people for a new financial services company.
 - (a) Describe the steps in the selection process and the approximate targeted numbers required at each step.
 - (b) Analyse the selection tools you would use and assess their relative effectiveness and cost.

6. *“Why do salespeople work? Why do they put in the effort they do? Why do some work harder than others? Why do individuals respond differently to attempts to increase their motivation?”*
Analyse the importance of motivation in the management of sales people and its implications for the day-to-day management of the salesforce.

7. Discuss how a new sales manager of a software development company would analyse existing sales territories, indicating the determinants of sales territory performance.

8. *“Allow your customers to define your service.”*
What does this mean? How would you do it in practice? How would you fit it into the service strategy of a leading hotel chain?