



**MANAGEMENT OF SALES & CUSTOMER SERVICE**

**THURSDAY, AUGUST 22, 2002. 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. The sales function is a boundary spanning activity. Discuss how the control of the salesforce requires careful management of the interfaces both within an organisation and between different organisations.
2. As a rule of thumb good sales managers spend up to 75% of their time with their sales team. Describe what they are doing with their sales teams and why.
3. The role of the salesperson has moved away from the traditional aggressive and persuasive selling to a role of relationship manager. What are the implications of this change for the selection of new salespeople, their training and their remuneration?
4. Discuss the main features of a leveraged sales force. How would one set up a leveraged sales force for an insurance company?
5. Effective sales managers require leadership skills. What are these skills and the theories underlying them and how are they implemented by sales managers?

**P.T.O.**

6. Discuss the indicators of good motivation in a company. Drawing on any theories to support your arguments, describe how sales managers could maintain the level of motivation in practical terms.
7. Prepare a proposal justifying a customer service monitoring system in a retail food company. Describe the system and show how it could assist the sales manager.
8. How could a company organise its salesforce? What criteria might a company use to assign individuals to the various territories?