



## Diploma in Marketing - Stage 3

### MANAGEMENT OF SALES & CUSTOMER SERVICE

**THURSDAY, MAY 12, 2005. 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 Gallup Organization studied sales forces in 170 companies and 21 industries and found that 35% of the sales reps Gallup interviewed lacked the threshold talents needed to be successful in sales on a consistent basis. Discuss these findings in terms of the job of the sales person and the attributes they should have to be successful.
2. How would a sales manager apply an organisational selling model such as Plank and Dempsey (buyer-seller dyad) to a sub-supply engineering company salesforce?
3. What factors should a sales manager take into account when motivating a new salesforce for a multinational start-up? Use any three theoretical models and conclude with a realistic practical approach.
4. What are the main elements of a sales strategy and how would a sales manager implement it?
5. Discovering customer needs and measuring customer satisfaction are key elements in customer care. How would you undertake these tasks in a hotel chain?

**P.T.O.**

6. *“A business partner might be a giant multinational company with three thousand sales people or a housewife who is going to sell your product to her friends and neighbours”*. Why and when would a sales manager select a business partner? What are the best practices in partner channel design?
7. What input and output factors can be used by sales managers to measure the performance of individual sales people?
8. Sales directors and sales managers are very similar to football managers. Football managers tend to take far too much blame when things are going wrong and far too much credit when things go right. The drivers of success and failure are more complex.  
Discuss.