



MANAGEMENT OF SALES & CUSTOMER SERVICE

THURSDAY, AUGUST 17, 2006. 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. Sales managers can, quite simply, make or break a sales organisation. What are the potential positive and negative impacts of a new sales manager on a company and how can the most benefit be secured?
2. Discuss how the sales structure of an Irish firm could evolve over time with initial and increased internationalisation of sales.
3. In a recent survey of companies in the U.S. about client awareness, companies admitted that they were out of step with their clients' goals, giving themselves a score of only 66 percent in alignment with their customers' interests. If this is the case sales people are missing out on higher margins and greater sales because they aren't aware of exactly what their customers' market goals are and how the salesperson's own products and services can help clients reach those goals. Describe the systems and procedures that a company should adopt to achieve better alignment.
4. Why is sales forecasting important to the sales manager and what is it used for? Elaborate on **three** methods of forecasting sales, indicating the market sectors for which they are most suitable.

**P.T.O.**

5. The key objective of sales management is to achieve planned business development results by motivating the sales team members to perform to the best of their abilities. Discuss relating your answer to motivation theories.
6. In general, how much time should sales managers spend each month with their sales people; what should they be doing and why?
7. Why are sales territories established and what is the procedure for establishing them in a new company or a new geographical market.
8. What are sales channels? How does the sales manager use them to increase market share, revenue growth and profit?