



ICM

SEPTEMBER 2015

PRINCIPLES & PRACTICE OF SELLING

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
1. Critically appraise the most popular approaches used by a company's sales force in order to close a sale. [20]
 2. Identify the main differences between consumer and organisational buying behaviour and explain how the salesforce can benefit from understanding the influences on buying behaviour. [20]
 3. Advise your sales team on the approaches to be used in order to handle customer objections effectively. [20]
 4. Explain what you understand by the following terms:
 - a) Sales presentations
 - b) Customer records
 - c) Distribution channels [20]
 5. Describe the approaches to be considered in order to generate new sales leads for the marketing of an organisation's products and services. [20]
 6. Distinguish between sales promotions and advertising and explain the support that advertising campaigns can provide to the selling efforts of a marketing-orientated organisation. [20]
 7. Write notes on THREE of the following:
 - a) Overseas distributors
 - b) Customer relations
 - c) Telephone selling
 - d) Centralised purchasing [20]
 8. As an independent consultant, advise one of your clients on the benefits and dangers associated with international selling. [20]