



# ICM

SEPTEMBER 2015

SALES & SALES MANAGEMENT

**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 [ ]
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1. There is a far greater likelihood of a successful sales outcome if the risk to a buyer can be reduced. Review the ways in which a salesperson can reduce the risk to a buyer in sales situations. [20]
  2. It is generally accepted that sales promotions can be divided into THREE main areas of activity. Analyse EACH of these. [20]
  3. It is widely recognised that there are a number of factors which distinguish consumer and organisational buying behaviour. Analyse the factors which distinguish these two forms of buying behaviour. [20]
  4. Salespersons can draw on a range of techniques and approaches to close a sale. Review the main techniques that are commonly used. [20]
  5. Companies typically recruit salespersons from a number of sources. Explain the main sources of recruitment of salespersons. [20]
  6. Every organisation will focus on motivating its salesforce. Analyse the main methods and techniques available to an organisation to motivate salespersons. [20]
  7. Explain the stages in the consumer decision making process. [20]
  8. Explain the primary and secondary responsibilities of a salesperson. [20]