



ICM

JUNE 2016

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. Analyse the main primary and secondary responsibilities of a salesperson. [20]
 - 2. Review the main sources of recruitment of salespersons typically available to a company. [20]
 - 3. Explain how the performance of a salesperson can be measured in qualitative terms. [20]
 - 4. Explain what the key account sales force structure is and review its advantages and disadvantages. [20]
 - 5. Explain the advice that you would give to a salesperson on the appropriate approach to adopt when dealing with objections raised by a customer. [20]
 - 6. Set out and review the appropriate content of a job description and person specification for a salesperson role. [20]
 - 7. Explain the approach that a company should adopt when selecting or reappraising sales channels. [20]
 - 8. Analyse how a salesperson can reduce the risk to a buyer in a sales situation. Support your answer with examples. [20]