higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N6

16 November 2023

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1 False
1.2 True
1.3 False
1.4 False
1.5 True
1.6 False
1.7 False
1.8 True
1.9 False
1.10 False
1.11 False
1.12 True
1.13 False
1.14 True
1.15 True
1.16 False
1.17 True
1.18 False
1.19 True
1.20 False
1.21 True
1.22 False
1.23 False
1.24 True
1.25 False

(25 × 2) **[50]**

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1 Span of control – refers to the number of salespeople who can be supervised effectively by a single immediate sales manager.

2.1.2 Unity of command – means that all the people in the organisation should be supervised by a single person who can exercise control effectively.

2.1.3 Hierarchy of authority – means that activities in the organisation take place on different managerial levels.

(3 × 2) (6)

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2.2
- They have a starting point and an end point
- Tasks can be performed in quite a short time
- Observers such as supervisors can see and measure them
- A task is independent of other activities

(Accept any relevant answers 4 × 2) (8)

2.3
- Increased productivity✓✓ – the training will result in an increase in product knowledge✓ and in turn more sales will be made resulting in increased profits for the company.✓
- Improved morale✓✓ – a trained salesperson will be motivated and will gain self-confidence.✓ He/she will have a positive attitude towards the company, customers and life in general.✓
- Improved customer relations✓✓ – a much better service will be provided to customers.✓ Good customer service builds good customer relationships which will increase customer loyalty.✓
- Lower staff turnover✓✓ – a well-trained salesperson is well-prepared for the realities of a sales career.✓ He/she will be successful and there will be a smaller chance of him/her leaving the company.✓
- Improved management of time and territory✓✓ – training will enable salespeople to manage their territories in the most effective way and non-productive time and costs will be kept to a minimum✓
- Less supervision✓✓ – trained salespeople can work independently and will require minimum supervision. This will allow sales managers more time for other important tasks.✓

(Accept any relevant answers 4 × 4) (16)

2.4
- To motivate and inspire salespeople to strive for excellence
- To increase the total sales volume
- To gain new customers
- To introduce new product lines successfully
- To promote selected items
- For larger-scale seasonal promotion
- To increase sales during quiet seasons

(Accept any relevant answers 5 × 2) (10)

2.5
- It is motivational
- It is participative
- It is agreed upon
- It requires commitment
- It is realistic
- It is reliable and valid

(Accept any relevant answers 5 × 2) (10)
[50]

QUESTION 3

3.1
- The particular objectives of the organisation
- The complexity of the sales tasks
- The skills level of the sales manager
- The skills level of the salesperson
- The time that a sales manager can spend on the immediate supervision of his sales staff (5)

3.2
- Each organisational function is staffed by expects
- Salespeople have access to professional support, which makes their tasks easier
- Costumers usually receive more comprehensive and better service
- It allows the company to manage and control resources more effectively
- The company's resources are clearly defined and allocated to specific functional areas (Accept any relevant answers 5 × 2) (10)

3.3
- It is an official document that forms part of the contract
- It is used to develop training programmes
- It is used to develop compensation plans
- It is used to indicate job priorities
- It is used to evaluate sales performance

(Accept any relevant answers 5 × 2) (10)

3.4
- Prospecting
- Pre-approach (planning)
- Approach to sales presentation
- The sales presentation
- Handling objections
- The sales close
- Follow-up (after sales service) (7)

3.5 3.5.1 November✓ and December✓ (2)

3.5.2
- It's the festive season – most people have taken leave from work
- People have money to spend – from bonuses, stokvels

(Accept any relevant answers 2 × 2) (4)

3.5.3
- The guesthouse can have a discounted rate on different packages
- Special offers on Valentine’s packages

(Accept any relevant answers 2 × 2) (4)

3.6
- A fixed element
- A variable element
- An element for reimbursement of expenses
- An element covering fringe benefits (Accept any relevant answers 4 × 2) (8)

[50]

QUESTION 4

4.1
- Company's labour relations practices
- Company's code of conduct
- Company's dress code
- Procedures for answering phones (Accept any relevant answers 3 × 2) (6)

4.2
- Company knowledge✓ – salespeople must be knowledgeable about the company's history,✓ its policies and procedures and how to function in the organisational system.✓
- Knowledge of the selling process✓ – a salesperson must know how the products/service was developed, unique features, uses, etc.✓✓
- Knowledge of the selling process✓ – salespeople need to know the selling process✓ and how to apply it correctly in different selling situations✓
- Knowledge of the market✓ – a salesperson needs to know about the industry in which the company operates,✓ its customers and competitors, industry trends, etc.✓ (Accept any relevant answers 4 × 3) (12)

4.3
- A salary plus commission
- A commission plus bonus
- A salary plus commission plus group bonus

(Accept any relevant answers 2 × 2) (4)

4.4
- When team selling makes it difficult to identify individual salespeople's efforts.
- Where there are large differences in sales potential between territories.
- In business-to-business sales, high-tech industries and seasonal sales.
- Where customer service is important to an organisation.
- If a company wants to maintain control of its sales force but still needs a way to motivate it. (Accept any relevant answers 5 × 2) (10)

4.5 Step 5: Determine reasons for deviations✓✓
A sales manager together with the salesperson should analyse both negative and positive deviations✓ and establish reasons for such differences.✓

Step 6: Take the necessary corrective action✓✓
After establishing the cause for deviations✓ both parties must take immediate corrective action.✓

Step 7: Re-evaluate sales performance✓✓
To establish whether corrective measures had the desired effect,✓ the performance of a salesperson has to be re-evaluated on a continuous basis.✓

(Accept any relevant answers 3 × 4) (12)

4.6 A sales forecast is an estimate✓ of expected future sales✓ in a specific market.✓
A sales budget is a company's plan✓ for using the revenue✓ it earns from sales.✓ (Accept any relevant answers 2 × 3) (6)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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