



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

SALES MANAGEMENT N5

11 JUNE 2014

This marking guideline consists of 6 pages.

QUESTION 1

1.1	1.1.1	B √√			
	1.1.2	B √√			
	1.1.3	B √√			
	1.1.4	B √√			
	1.1.5	B √√			
	1.1.6	A √√			
	1.1.7	A √√			
	1.1.8	C √√			
	1.1.9	A √√			
	1.1.10	C √√			
	1.1.11	C √√			
	1.1.12	B √√			
	1.1.13	B √√			
	1.1.14	C √√			
	1.1.15	A √√			
	1.1.16	A √√			
	1.1.17	B √√			
	1.1.18	B √√			
	1.1.19	A √√			
	1.1.20	A √√	(20 x 2)	(40)	
1.2	<ul style="list-style-type: none"> • The planning of the sales presentation (pre-approvals) √√ • The approach to the sales presentation √√ • The sales presentation √√ • The handling of objections √√ • The sales close 			(5 x 2)	(10) [50]

QUESTION 2

2.1	<ul style="list-style-type: none"> • Attaining customers (Prospecting) • Regular contact • Presentation and demonstration • Handling enquiries and objections • Gaining information • Conveying information • Obtaining orders • After – sales service 	(8 x 2)	(16)
2.2	<ul style="list-style-type: none"> • Job description • Job specification 	(2 x 2)	(4)
2.3	<ul style="list-style-type: none"> • Marketing research • Standardizations and grading • Price determination • Distribution and transport • Risk factor • Advertising • Promotion and sales 	(5 x 2)	(10)
2.4	<ul style="list-style-type: none"> • Customer services • Handling complaints • Handling returns and adjustments • Credit applications • Other supplementary services 	(5 x 2)	(10)
2.5	<ul style="list-style-type: none"> • Company records • Reference by other salespersons • Direct mail and brochures • Shows and exhibitions • Company leads and aids 	(5 x 2)	(10) [50]

QUESTION 3

3.1	<ul style="list-style-type: none"> • Sales volume quotas • Budget quotas • Activity quotas • Combination and point system quotas 	(4 x 2)	(8)
3.2	<ul style="list-style-type: none"> • Psychological objection • Physical objections 	(2 x 2)	(4)

- 3.3
- Personal neatness and attire
 - Appearance
 - Good health
 - Manners and habit
 - Use of voice
- (5 x 2) (10)
- 3.4
- | Job description | Job specification |
|--|--|
| <ul style="list-style-type: none"> • Job title • Area • Work summary • Duties • Material and forms used • Supervision and manager • Risk and job reformation • Working condition | <ul style="list-style-type: none"> - Training - Experience - Communication skill - Human relations - Sense of responsibility - Physical requirements - Sensory perceptions - Other |
| | (10 x 2) (20) |
- 3.5
- Know your company
 - The industry
 - Competitors
 - Product knowledge
- (4 x 2) (8)
- [50]**

QUESTION 4

- 4.1
- Time
 - Database
 - Personnel
 - Accuracy
 - Product or service
- (5 x 1) (5)
- 4.2
- Ensure proper market coverage
 - Workload equalization
 - Increases sales people's morale
 - Evaluation and control of the sales force
 - Analysis and planning of sales activities
 - Sales are improved
 - Reduce conflicts and disputes
 - Improve and strengthens customer relations
 - Reducing selling costs
 - Co- ordinate selling with other marketing activities
- (10 x 2) (20)

- 4.3
- Banking and financial institution with which the company does business
 - Available credit record agencies
 - Procedure for application for credit facilities by prospective buyer and customers
 - Criteria and qualifications for credit facilities
 - Credit terms, period, interest payable should any account not been paid according to agreement. (5 x 1) (5)
- 4.4
- Models
 - The product
 - Illustrated brochures
 - Videos, films and computer packages
 - Sales portfolios
 - Examples and samples (5 x 2) (10)
- 4.5
- They have all types of information
 - They know customers far better than management
 - Quotas can be realistic and accurate
 - Sales personnel are more convinced of their accuracy
 - -Sales personnel are closest to the territories
 - -Without sales personnel, quotas can be set lesser or higher. (5 x 2) (10)
- [50]**

QUESTION 5

- 5.1
- Create goodwill
 - Review the sales presentation
 - List all the mistakes made
 - Maintain contact with the prospect e.g. e- mail , Fax etc
 - Do not give up (6 x 2) (12)
- 5.2
- Nature of the sales job
 - Stage of market development
 - Intensity of market coverage
 - Intensity of competition (4 x 2) (8)
- 5.3
- Users
 - Influencers
 - Buyers
 - Final decision makers
 - Gatekeepers (5 x 2) (10)

- 5.4
- The most important sources of information is experience gain in practice.
 - The company's training programs
 - Sales manuals, portfolios and brochures
 - Sales meetings
 - Library
 - Educational institutions
 - Buyers themselves
 - Trade shows and exhibitions
 - Other sales person
 - Internet
- (10 x 2) (20)
[50]
- TOTAL SECTION B: 150**
TOTAL: 200