



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N5

27 May 2021

This marking guideline consists of 7 pages.

SECTION A (COMPULSORY)**QUESTION 1**

1.1	1.1.1	Promotional mix		
	1.1.2	Job analysis		
	1.1.3	Sales forecast		
	1.1.4	Market potential		
	1.1.5	Delphi technique		
	1.1.6	Expense quotas		
	1.1.7	Buyer		
	1.1.8	Spotter		
	1.1.9	Guarantee		
	1.1.10	Psychological		
	1.1.11	Cognitive dissonance		
	1.1.12	Routing (system)		
	1.1.13	Direct prospecting		
	1.1.14	After-sales services		
	1.1.15	Endorsement		
			(15 × 2)	(30)
1.2	1.2.1	False		
	1.2.2	True		
	1.2.3	False		
	1.2.4	True		
	1.2.5	False		
	1.2.6	False		
	1.2.7	True		
	1.2.8	False		
	1.2.9	True		
	1.2.10	True		
			(10 × 2)	(20)
				[50]
			TOTAL SECTION A:	50

SECTION B**QUESTION 2**

- 2.1
- Not making promises he/she and his/her business cannot keep
 - Giving advice and recommendations that will satisfy the customer's needs
 - Ensuring all documentation have been completed correctly to avoid any misunderstandings
 - Executing continuous control over all aspects of the customer's order, e.g. delivery, installation, maintenance, etc. (4 × 2) (8)
- 2.2 An inactive customer used to buy from the business, but for some reason has stopped buying from that business. (2)
- 2.3
- 2.3.1
- Utilising the executive opinion without face to face discussions
 - Giving opinions anonymously
 - Creating a more accurate forecast than the jury of executive opinion
 - Taking the predictions of each executive member and combining it into an anonymous summary
 - More structured and objective than the jury of executive opinion
 - No dominant person and no group pressures influencing one another (Any TWO)
- 2.3.2
- Experts with a lot of experience
 - Group of executives meeting and offering individual opinions on the forecast for the period in question
 - Individual opinions averaged or consensus reached on number
 - Very subjective because of individual opinions
 - Used when a business is started, a new product line is launched, a company plans to sell in a new area or where no previous data is available (Any TWO)
- 2.3.3
- Used successfully if the company has senior salespeople with a lot of experience
 - Based on each salesperson's forecast of his/her own territory
 - Estimates combined and modified by management to produce a company's sales forecast (Any TWO)
- 2.3.4
- Attempts to project historical trends into the future
 - Set of observations on variables such as sales
 - Quarterly, weekly and daily figures
 - Assumes that patterns observed in changes in past sales levels predict future sales (Any TWO) (4 × 4) (16)

- 2.4
- To collect background information
 - To distinguish between prospects and general leads
 - To indicate a prospect's real buying motive
 - To help the salesperson decide what would be the best way to approach the prospect and how to plan the presentation
 - To ensure more successful results
 - To prevent the salesperson from making serious mistakes, e.g. calling a doctor "mister"
 - To ensure that the salesperson regularly supplements information in an organised way
 - To provide a basis for questions with which to fill in missing information
 - To create a lot of confidence in the salesperson and the presentation
 - To impress prospects with the professionalism and thoroughness of the salesperson because when they realise that the salesperson has taken the trouble to gather so much information it gives them a personal feeling of importance
 - To make the salesperson more confident and enthusiastic when presenting to the prospect
- (Any 10 × 2) (20)
- 2.5 Personal selling refers to the oral and physical offering✓ of a product by a salesperson to one or more prospective buyers✓ with the purpose of identifying a problem or problems that the product or service can solve, to close the sales transaction✓ at a profit for the business he/she represents and to give after-sales service✓ to customer satisfaction.
- (4)
[50]

QUESTION 3

- 3.1
- Outdated product
 - Inconvenient packaging
 - Misunderstanding, delivery or distribution problems
 - Competitors' lower prices
 - Invoicing errors
 - Poor salesmanship in terms of approaching or handling of objections by sales staff
- (Any 4 × 2) (8)
- 3.2
- Facial expressions
 - Physical signs
 - Verbal signs
- (3 × 2) (6)
- 3.3
- Deciding which accounts (customers) to call
 - Dividing time between selling and administration
 - Allocating time between present customers, prospective customers and service calls
- (3 × 2) (6)
- 3.4
- Conditions within the company
 - Conditions within the industry
 - Changed market conditions
 - General business conditions
- (4 × 2) (8)

3.5 Physical characteristics✓✓

- The salesperson should be able to describe the product's main features and the needs it satisfies clearly and with confidence.✓
- He/She must also have the knowledge to convert these features into product benefits and customer's need satisfaction.✓
- Other aspects of the product he/she must know include patent rights, dimensions, capacity, design, adaptability, different types and models.

Product ranges✓✓

- The salesperson must have knowledge about the composition of the product ranges and when and why the product range was extended.✓
- Matters such as specialised advantages, like when only one product is sold or the service aspect when a series of products is sold, are all facts the salesperson can use to his/her advantage.✓

Product support✓✓

- The salesperson must know all about the after-sales service the business offers.✓
- Matters include product guarantees, the terms thereof and the handling of complaints and problems that the product may cause.✓
- Knowledge must cover the service period, conditions, handling of defects and products that do not function properly.

Production methods and processes✓✓

- The salesperson's knowledge must extend beyond the materials in the product.✓
- A prospective buyer will be impressed if the salesperson also knows the specific techniques used in the manufacturing process.✓
- This especially applies where products are specifically designed for a customer.

Product uses✓✓

- The more uses the salesperson can establish for the product, the more opportunities he/she has to suit the use to a specific need of a prospective buyer.✓
- The salesperson must compile a list of all new uses for products.✓ (5 × 4) (20)

3.6 A spotter is a person who locates a potential prospect and report him/her to a senior salesperson who takes over the responsibility of selling to these prospects.

(2)
[50]

QUESTION 4

- 4.1
- Social networks
 - Questionnaires
 - Salespeople
 - Live chats
- (Any 3 × 2) (6)
- 4.2
- Ask more specific questions.
 - Convert the objection into an advantage.
 - Provide proof.
 - Agree and qualify.
 - Provide more information.
 - Overcome with agreement.
 - Compare products and services.
 - Show the prospect what delay could cost.
 - Relate the product to the prospect's buying motives.
 - Limit objections.
- (Any 7 × 2) (14)
- 4.3
- Customer services
 - Handling complaints
 - Handling returns and adjustments
 - Credit applications
 - Other supplementary services
- (4 × 2) (8)
- 4.4
- Resistant to change
 - Uneven spread of customers in the market, which means there is an imbalance in potential across geographical territories
 - Matching salespeople to territories from a personality point of view
- (3 × 2) (6)
- 4.5
- Sales volume quotas derived from territorial sales potential
 - Sales volume quotas derived from total market estimates
 - Sales volume quotas based on past sales experience
 - Sales volume quotas based on executive judgement alone
 - Sales volume quotas related only to compensation plans
 - Letting sales personnel set their own sales volume quotas
- (Any 5 × 2) (10)
- 4.6
- Sales tasks
 - Supplementary services
 - Nonsales tasks
- (3 × 2) (6)
- [50]**

QUESTION 5

- | | | | |
|-----|---|--------------|-------------|
| 5.1 | <ul style="list-style-type: none"> • Show the customer that you care through regular contact via email, telephone calls, SMS and visits. • Show the customer how important he/she is by your willingness to be of service and by doing extra personal favours. • Show sincere interest by making the customer's needs and problems your own. • Show your gratitude for support on a continuing basis. • Develop a pleasant and acceptable personality, e.g. be polite, show empathy and be friendly towards the customer and staff. • Know your customers and staff. • Keep the customer's enthusiasm for you, the product and the business. • Keep promises and undertakings. • Be reliable. • Give personalised treatment. • Be consistent in his/her approach. • Limit mistakes. • Follow up complaints immediately. • Ask for feedback and note customers' suggestions and recommendations. | (Any 10 × 2) | (20) |
| 5.2 | <ul style="list-style-type: none"> • Reduced travelling time and selling costs • Improved territory coverage • Improved information | (3 × 2) | (6) |
| 5.3 | <ul style="list-style-type: none"> • Nature of the sales job • Nature of the product • Stage of market development • Intensity of market coverage • Intensity of competition | (5 × 2) | (10) |
| 5.4 | <ul style="list-style-type: none"> • Get the prospect's attention. • Make the prospect aware of a problem or need. • Point out advantages to the prospect. • Provide proof of advantage. • Spur the prospect to action. | (3 × 2) | (6) |
| 5.5 | <ul style="list-style-type: none"> • Step 1: Prospecting • Step 2: Pre-approach (planning of the sales presentation) • Step 3: Approach to the sales presentation • Step 4: Sales presentation | | (4) |
| 5.6 | <ul style="list-style-type: none"> • It is very time consuming. • Executive opinions and not direct market factors are used. | (2 × 2) | (4) |
| | | | [50] |

TOTAL SECTION B: 150
GRAND TOTAL: 200