



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

SALES MANAGEMENT N5

31 MAY 2013

This memorandum consists of 6 pages

SECTION A**QUESTION 1: (COMPULSORY)**

1.1	1.1.1	A, B		
	1.1.2	A, B		
	1.1.3	B, C		
	1.1.4	B, C		
	1.1.5	A, C		
			(5 × 4)	(20)
1.2	1.2.1	customer(s)		
	1.2.2	qualifications		
	1.2.3	sales territories		
	1.2.4	presentation		
	1.2.5	prospecting		
			(5 × 2)	(10)
1.3	1.3.1	C		
	1.3.2	J		
	1.3.3	A		
	1.3.4	F		
	1.3.5	H		
	1.3.6	B		
	1.3.7	I		
	1.3.8	E		
	1.3.9	G		
	1.3.10	D		
			(10 × 2)	(20)
			TOTAL SECTION A:	50

SECTION B

Answer only THREE questions from this section.

QUESTION 2

- 2.1 This is the system of selling using telephone, canvassing a client to buy the product/service rendered/offered by the company. (2)
- 2.2
- Avoid time traps
 - Allocate time
 - Set weekly and daily goals
- (3 × 2) (6)
- 2.3
- Marketing research
 - Product planning
 - Standardisations and grading
 - Price determination
 - Distribution and transport
 - Risk factors
 - Advertising
 - Promotion and sales
- (Any 5 × 2) (10)
- 2.4
- Serves as a source of income
 - Promotes profit and goal attainment
 - Acts as public relation officer
 - Serves as a source of information
 - Plays a role in market research and advertising
- (5 × 2) (10)
- 2.5
- Never talk too much .
 - Keep the message simple.
 - Speak the prospect's language.
 - Speak clearly and intelligibly.
 - Be specific.
 - Use sales talks.
 - The most important part of the conversation is to ask questions.
- (Any 5 × 2) (10)
- 2.6
- Physical objections
 - Psychological objections
- (2)
- 2.7
- Attaining customers
 - Regular visits and contacts
 - Presentation and demonstration
 - Handling enquiries and objections
 - Gaining information
 - Conveying information
 - Obtaining orders
 - After-sales services
- (Any 5 × 2) (10)
- [50]**

QUESTION 3

3.1	3.1.1	<ul style="list-style-type: none"> • Job specification • Job description 	(2 × 2)	(4)	
	3.1.2	<u>JOB DESCRIPTION</u> Title Job code Place/Area Responsibility Duties Working conditions Work summary Information/Contacts	<u>JOB SPECIFICATIONS</u> Training/Qualifications Experience Communication skills Requirements Human relations	(10 × 2)	(20)
3.2		<ul style="list-style-type: none"> • Self-confidence. • Enthusiasm • Promoting specialisation and professionalism • Income • Contributing to personal development and progress • Knowledge builds loyalty 	(6 × 2)	(12)	
3.3		<ul style="list-style-type: none"> • Practical experience gained from practices • The company's training programs • Sales meetings • Library • Educational institutions • Trade exhibitions • Other salespersons 	(7 × 2)	(14) [50]	

QUESTION 4

4.1	<ul style="list-style-type: none"> • It provides a basis for organisational planning and budgeting • Central part of the strategic planning process • Allows departments to plan their work and set their goals for a specific future period • To know how many new salespersons to employ and what their operational budget will be • To predict how much a company can sell during a specified period of time under a given marketing plan • To know when large amount of money must be invested and when not • To know how quickly the company should produce, to supply the demand • When and how sales territories need to be designed and assign salespeople accordingly 	(Any 5 × 2)	(10)
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- 4.2
- Jury of Executive opinions (Delphi forecast)
 - Sales force composites
 - Time series
 - User's expectations
 - Indicators
- (6 × 2) (12)
- 4.3
- Sales territories provide effective coverage.
 - It is the key part of sales management's strategic planning tasks.
 - It enables other departments to plan effectively.
 - It involves determining the routes that each salesperson will follow in covering his/her territory as economically and effectively as possible.
 - It does not allow other customers to be overlooked.
- (Any 4 × 2) (8)
- 4.4
- Nature of the products
 - Nature of the sales job
 - Stages of market development
 - Intensity of market coverage
 - Intensity of competitors
- (5 × 2) (10)
- 4.5
- Sales volume quota in rand value
 - Unit sales volume quotas
 - Point sales volume quotas
- (3 × 2) (6)
- 4.6
- It is the first step in an effective and successful personal selling process which enables the salesperson to compile a list of potential customers with a high probability to buy the product/service.
 - It enables him/her to spend more time on sales presentations and successful closing of transactions.
 - It is also known as canvassing.
- (2 × 2) (4)
- [50]**

QUESTION 5

- 5.1
- Name, surname and title
 - Age and date of birth
 - Residential and postal address
 - Educational background
 - Marital status and family details
 - Reputation
 - Membership of organisation and society
 - Professional and position
 - Interest, hobbies and forms of recreation
 - Authority to buy
 - The need and ability to pay
 - The best time for an appointment
 - Additional information
- (Any 10 × 2) (20)

5.2	<ul style="list-style-type: none"> • Company records • Company leads and aids • Referrals by other salespersons • Direct mail brochures • Shows and exhibitions 	(5 × 2)	(10)
5.3	<ul style="list-style-type: none"> • Objections are indications of the prospect's reason. • Objections are excuse to get rid of the salesperson. • Objections are signs of interest. • Objections could be the result of lack of knowledge. • Objections sometimes show a lack of insight. • Objections are excuses not to buy. 	(5 × 2)	(10)
5.4	<ul style="list-style-type: none"> • Complete all administration tasks. • Thank the customers for their purchase and assure them that they took the right decision. • Explain delivery and installation procedures. • Arrange follow-ups after the delivery. • Make sure that the customer received what he/she is paying for. • Data capturing. • Send necessary documents to the dispatch department for delivery/ installation. • Grab the opportunity to get referrals and recommendations for new prospective clients. 	(Any 5 × 2)	(10) [50]
TOTAL SECTION B:			150
GRAND TOTAL:			200