



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N5

15 NOVEMBER 2018

This marking guideline consists of 8 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	prospective buyers		
	1.1.2	sales forecast		
	1.1.3	market potential		
	1.1.4	time-series analysis		
	1.1.5	sales territory		
	1.1.6	quotas		
	1.1.7	direct prospecting		
	1.1.8	itch cycle		
	1.1.9	circular routes		
	1.1.10	objections		
			(10 × 2)	(20)
1.2	1.2.1	True		
	1.2.2	True		
	1.2.3	False		
	1.2.4	True		
	1.2.5	True		
	1.2.6	False		
	1.2.7	True		
	1.2.8	True		
	1.2.9	False		
	1.2.10	True		
	1.2.11	True		
	1.2.12	False		
	1.2.13	True		
	1.2.14	False		
	1.2.15	True		
			(15 × 2)	(30)
				[50]
			TOTAL SECTION A:	50

SECTION B**QUESTION 2**

- 2.1
- To provide quantitative performance standards
 - To obtain tighter sales and expense control
 - To motivate desired performance
 - To use in sales contests/competitions
- (4 × 2) (8)
- 2.2
- Create goodwill.
 - Review the sales presentation.
 - Record everything that happened.
 - Ask the prospect why he/she declined your proposition and listen carefully.
 - List all the mistakes made.
 - Maintain contact with the prospect.
 - Do not give up.
- (Any 6 × 2) (12)
- 2.3
- Finding prospective buyers
 - Changing prospective buyers into customers
 - Continual follow-up and evaluation of the market to ensure customer satisfaction
- (3 × 2) (6)
- 2.4
- Market potential is the total expected sales✓ for a given product or service for the entire industry✓ in a specific market over a specific period of time, while sales potential refers to the share of the market potential✓ that an individual business✓ can reasonably expect to achieve.
- (2 + 2) (4)
- 2.5
- Conditions within the business/company
 - Conditions within the industry
 - Changed market conditions
 - General business conditions
- (4 × 2) (8)
- 2.6
- Enlarges the market share
 - Qualifies sales leads
 - Decreases sales costs
 - Supports sales in the field
 - Manages smaller accounts
 - Takes orders by e-mail
 - Improves customer service
 - Segments the market
 - Increases advertising effectiveness
 - Increases potential
- (Any 6 × 2) (12)
[50]

QUESTION 3

- 3.1
- It provides the salesperson with background information.
 - It saves the salesperson valuable time and energy by being able to distinguish between prospects and general leads.
 - It provides clues indicating the prospect's real motives for buying.
 - It helps the salesperson to decide on the best way to approach the prospect and how to plan the presentation.
 - It ensures more successful results.
 - It prevents the salesperson from making serious mistakes, e.g. calling a doctor "mister".
 - It ensures that the salesperson regularly supplements the information in an organised way.
 - It provides a basis for questions to fill in missing information.
 - It creates a lot of confidence in the salesperson and his/her sales presentation.
 - Prospects are impressed by the professionalism and thoroughness of the salesperson when they realise that the salesperson took the trouble to gather information about them.
 - It gives them a feeling of importance.
 - The background information gained makes the salesperson more confident and enthusiastic. (Any 5 × 2) (10)
- 3.2
- Facial expressions**✓✓
- Nonverbal language has a bigger impact on what someone is saying.✓
 - Experienced salespeople know what to look for in a person's facial expressions.✓
 - An experienced salesperson is continually looking for positive signs to which he/she can react.
- Physical signs**✓✓
- Physical closing signs refer to actions and movements.✓
 - Most prospects will give some indication of what they are thinking by the physical reactions of their bodies and limbs.✓
 - The prospect takes the contract when buying a car or house and studies it carefully.
 - The prospect tries on an item of clothing.
 - The prospect takes out his/her wallet or credit card.
- Verbal signs**✓✓
- Positive statements made by the prospect,✓ e.g. 'This will look great in my bedroom.'
 - Questions by the prospect are also positive closing signals,✓ e.g. 'The guarantee on this product is 12 months, isn't it?' (3 × 4) (12)

- 3.3
- Nature of the sales job
 - Nature of the product
 - Stage of market development
 - Intensity of market coverage
 - Intensity of competition
- (5 × 2) (10)
- 3.4
- The task of explaining quotas and how they are determined is simplified.
 - Salespeople have some information about their territories that management do not have.
 - They are more easily convinced of their accuracy.
- (3 × 2) (6)
- 3.5
- The question must not prompt a negative response.
 - The question must be relevant and specific.
 - Ask personal and confidential questions only when absolutely necessary.
 - Do not ask for information the prospect cannot provide.
- (4 × 2) (8)
- 3.6
- Poor planning of daily activities
 - Calling on unqualified prospects
 - Insufficient telephone use
 - Too much entertainment of customers
 - Walking in without an appointment
 - Too many coffee breaks
 - Inefficiency in paperwork
 - Taking long lunch hours
 - Inefficient use of waiting time
- (Any 4 × 1) (4)
[50]

QUESTION 4

- 4.1
- Show the customer that you can by regular contact.
 - Show the customer how important he/she is by your willingness to be of service.
 - Show sincere interest by making the customer's needs and problems your own.
 - Show your gratitude for his/her support on continuing basis.
 - Develop a pleasant and acceptable personality.
 - Know your customers and their staff.
 - Keep the customer's enthusiasm for you.
 - Keep promises and undertakings.
 - Be reliable.
 - Personalise treatment.
 - Be consistent in your approach.
 - Limit mistakes.
 - Follow up complaints immediately.
 - Ask for feedback and take note of the customer's suggestions and recommendations.
- (Any 5 × 2) (10)

- 4.2
- Guarantees
 - Testimonials
 - Referrals
 - Documentation
 - Demonstrations
 - Quality stamps
 - Data of previous sales
 - Independent research findings
 - Endorsements
- (Any 5 × 2) (10)

4.3 **Physical characteristics** ✓✓

- The salesperson should be able to describe his/her product's main features. ✓
- He/She must also have knowledge to convert these features into product benefits. ✓
- Other aspects of the product the salesperson must know are patent rights, specifications, dimensions, capacity, design, adaptability and different types and models.

Product ranges ✓✓

- The salesperson must be knowledgeable about the composition of his/her product ranges. ✓
- He/She should know when and why the product range was extended. ✓
- He/She should know about matters such as specialised advantages when only one product is sold or the service aspect when a series of products is sold.

Product support ✓✓

- The salesperson should know all about the after-sales service the business offers. ✓
- He/She should know matters such as product guarantees, terms, the handling of complaints and problems 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. ✓
- The salesperson should also know the specific techniques used in the manufacturing process (if the product was specifically designed for a customer). ✓

(5 × 4) (20)

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- 4.4
- 4.4.1
- Salespeople must use their existing customers who qualify as centre of influence as references once permission has been obtained.
 - Influence centres can be attorneys, doctors, ministers, actors/actresses.
 - People respect the judgements of such people. (Any TWO)
- 4.4.2
- The salesperson gets the names of family, friends and acquaintances from every customer to whom he/she sells to.
 - The already satisfied customer will recommend the names of people whom he/she thinks will also benefit from the product/service and can afford.
- 4.4.3
- Junior salespeople are mostly used as spotters.
 - Their responsibility is to locate potential prospects and to report them to senior salespeople who take over the responsibility of selling to these prospects.
 - The spotter can also be a nonsalesperson, e.g. a general practitioner that refers patients to specialists (physiotherapist, gynaecologist, etc.). (Any TWO)
- (3 × 2) (6)
- 4.5
- Product
 - Price
 - Promotion
 - Place
- (4)
[50]

QUESTION 5

- 5.1
- 5.1.1 Wrong time
- 5.1.2 Inconvenience
- 5.1.3 Prejudice
- 5.1.4 Fear
- 5.1.5 Self-satisfaction
- (5 × 2) (10)
- 5.2
- Resistance to change
 - Uneven spread of customers in the market
 - Matching salespeople to territories from a personality point of view (3 × 2) (6)

5.3 **Time available**✓✓

- Some methods like the Delphi technique takes longer than others.✓✓
- Lack of time can make some methods useless.

Availability of data✓✓

- The time-series analysis requires a historical database.✓✓
- If adequate data does not exist, as in the case of a new product, this method cannot be used.

Personnel/Staff✓✓

- The expertise of personnel is another critical consideration.✓✓
- Methods and data must be clearly understood by personnel to develop meaningful forecasts.

Accuracy✓✓

- The degree of accuracy desired affects the method selected.✓✓
- For example: if the forecaster desire more accurate information it is better to use the user's expectation rather than indicators.

Product or service✓✓

- Different product lines in a business' product range should be forecasted separately since different factors may affect sales.✓✓
- For example: a product in the maturity stage of the life cycle will have extensive historical sales data to support a short-term forecast.
- A product that was just launched will not have such a track record.

(5 × 4) (20)

5.4 • Personal neatness and attire

- Appearance
- Good health
- Manners and habits
- Voice

(5 × 2) (10)

- 5.5
- Prospecting
 - Pre-approach (planning of the sales presentation)
 - Approach to the sales presentation
 - Sales presentation

NOTE: Do NOT award marks if the steps are NOT in sequence. (4)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200