higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N6

1 JUNE 2018

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1 | D | K | T | (6)

1.2 | J | S | Y | (6)

1.3 | G | I | P | (6)

1.4 | Q | V | (4)

1.5 | L | (2)

1.6 | M | X | (4)

1.7 | F | H | U | (6)

1.8 | E | O | (4)

1.9 | B | R | W | (6)

1.10 | C | (2)

1.11 | A | N | (4)

[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1 Product specialisation (2)

2.1.2
- Salespeople can gain in-depth product knowledge and become experts in their specific product group.
- Customers can benefit from expert advice.
- Each product line receives more management attention as product/brand manager is responsible for a particular product group.
- Sales activities can be executed in a more focused manner along with other elements of marketing communication.
- Increase sales success means a better-paid and more motivated sales force. (5 × 2) (10)

2.2
- Sales staff/skills audit
- Direct approach
- Field observation
- Exit interviews
- Tests and assessments
- Researching the organisation's records (Any 4 × 2) (8)

2.3 2.3.1 Improve customer relations – Salespeople will be trained to provide excellent customer service which in turn will result customer satisfaction and customer loyalty.

2.3.2 Lower staff turnover rate – A well-trained salesperson is much prepared for the realities of a sales career. He/she will be successful and there will lesser chances of leaving the company. (2 × 3) (6)

2.4 2.4.1
- 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 promotions
- To increase sales during quiet seasons (3 × 2) (6)

2.4.2 Fringe benefits can be described as indirect forms of compensation which salespeople receive over and above their normal compensation.✓✓✓ e.g. pension scheme, housing subsidy, medical aid scheme, etc.✓ (4)

2.5
- Establish a basic performance evaluation policy
- Establish performance standards
- Obtain agreement of performance standards
- Evaluate actual performance against agreed standards
- Determine reasons for performance deviations
- Take corrective action
- Re-evaluate performance (7 × 2) (14)

[50]

QUESTION 3

3.1 Open✓
- It reveals the company identity. ✓✓
- it reveals sales territory✓✓
- it reveals specific qualifications required✓✓

Accept any 2 reasons/accept any other relevant explanation
✓ for open✓✓ for each reason (5)

3.2 3.2.1 Structured interview
- The sales manager uses the questionnaire to ask all the candidates the same question.✓✓
- The questions asked are not prescribed and inflexible in nature closed (closed).✓✓

3.2.2 Unstructured interview
- There are no predetermined questions, candidates are entitled to talk freely on a variety of topics (open-ended).✓✓
- The questions mainly centre around the candidates' character, ability and career objectives.✓✓

(2 × 4) (8)

3.3
- They may not stay long with your company before moving on to another company.
- When they leave your company, they could take account and customers with them.
- When they join your company, they may bring bad habits or business practices with them.
- They may not be compatible with your company's policies, type of sales organisation or culture. (4 × 2) (8)

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3.4 3.4.1 Assisting company in meeting sales objectives – Compensation plan must provide an incentive for additional energy, effort and time used to sell new products.

3.4.2 Attracting and maintaining competent sales force – Well-designed compensation plan will attract competent staff and retain committed loyal employees over a long period.

3.4.3 To control sales force activities – To motivate sales staff to perform both selling and non-selling activities.

(3 × 2) (6)

3.5
- A sales manager may lack the ability, knowledge and experience to train salespeople well and this can have a negative effect on them.
- Sales managers have many duties and do not always have time for training.
- While they are training managers they can't perform other important management tasks.
- Daily sales activities can interfere and disrupt training sessions.
- Events at home may disrupt salesperson's attention during training. (4 × 2) (8)

3.6 3.6.1
- According to ledger account
- According to activity classification
- According to territories and product (3)

3.6.2
- Marketing costs
- Advertising
- Sales promotion
- Market research
- Sales administration (Any 3 × 1) (3)

3.6.3
- Constant sales evaluation✓ – Evaluation is continuous/-ongoing, activities are monitored on the job
- Routine sales evaluation✓ – Takes place at scheduled intervals mostly automated. All or most of the input and output measures are discussed.✓✓
- Formal sales evaluation✓ – It is a detailed performance evaluation process in which the sales manager uses all possible measurements of a salesperson's performance according to company‘s formal evaluation policy.✓✓ (3 × 3) (9)

[50]

QUESTION 4

4.1
- Sales force knowledge and experience.
- Sales managers' ability to supervise and control a larger number of sales people.
- Type of work that individuals perform.
- Time available for managing and supervising a sales force.
- Particular objectives and circumstances of the organisation. (5 × 2) (10)

4.2 4.2.1 Supervision is the process and actions✓ that a supervisor takes to manage✓ how an individual or group performs✓ in completing and achieving objectives.✓ (2 × 2) (4)

4.2.2
- A salesperson is performing his/her job under direct supervision of a sales manager✓✓
- The supervisor assesses his/her performance before providing appropriate practical training.✓✓ (2 × 2) (4)

4.2.3
- To assess the performance of salespeople in terms of their job descriptions and against previously agreed performance standards.
- To identify strengths and develop these further.
- To identify weakness and teach salespeople techniques to overcome these.
- Set professional example during training.
- Evaluate progress and improve performance.
- Increase confidence of salespeople by encouraging and motivating them. (Any 4 × 2) (8)

4.3 4.3.1
- To collect information about the suitability of a candidate for a particular job.
- To ensure all information obtained from applicants is in order to make objective comparison possible.
- To save time especially during the initial screening phase.
- To assist the sale manager to prepare for personal interview with the candidate. (Any 3 × 2) (6)

4.3.2
- Personal information
- Education background
- Work experience
- Physical conditions
- Social interactions
- Personal references
- Part-time interest (Any 5 × 1) (5)

4.3.3
- To verify information supplied in the application form.
- To obtain additional info about the candidate that could help sales manager to form a more realistic perception. (2 × 2) (4)

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4.4 4.4.1
- Salary plus combination
- Salary plus bonus
- Salary plus commission plus bonus (3)

4.4.2
- They provide salespeople with security and incentive.
- They provide sales managers with flexibility and control over sales representatives.
- They enable managers to direct sales in a profitable direction.
- They minimise fluctuations in income during periods of seasonal sales or when economy is low.
- They attract and keep good sales people. (Any 3 × 2) (6)

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TOTAL SECTION B: 150
GRAND TOTAL: 200

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