higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N6

12 NOVEMBER 2018

This marking guideline consists of 6 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	E		
	1.1.2	J		
	1.1.3	B		
	1.1.4	F		
	1.1.5	H		
	1.1.6	I		
	1.1.7	D		
	1.1.8	G		
	1.1.9	C		
	1.1.10	A		
			(10 × 2)	(20)
1.2	1.2.1	False		
	1.2.2	False		
	1.2.3	False		
	1.2.4	True		
	1.2.5	True		
	1.2.6	True		
	1.2.7	False		
	1.2.8	True		
	1.2.9	False		
	1.2.10	False		
			(10 × 2)	(20)
1.3	1.3.1	Recruiting		
	1.3.2	Responsibility		
	1.3.3	Staff turnover rate		
	1.3.4	Fringe benefits		
	1.3.5	Order-getting costs		
			(5 × 2)	(10)
				[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1 2.1.1 Opportunities for promotion – most salespeople who become financially successful will be motivated more by higher order needs such as status✓✓ so they might choose to be sales managers instead of earning more money still.✓✓

2.1.2 Sales contests – they are designed for entire sales force or different experience level or different sales territories✓✓ to motivate salespeople to sell slow moving stock more volume within a specific period.✓✓

2.1.3 Recognition and honour awards – salespeople are motivated recognition of their hard work.✓✓ The companies can use awards as part of recognition and motivations, e.g. sales person of the Year Award.✓

Accept any other relevant answer (4 × 3) (12)

2.2
- How the products product/service has originated
- The history of product and brand
- How customers use the product
- The product advantages and disadvantages
- The features of the product/service (5 × 2) (10)

2.3
- When team selling makes it difficult to identify individual sales efforts.
- Where there are large differences in sales potential between territories.
- In business to business sales, high-tech industries and industries where sales fluctuate.
- Where customer service is important to an organisation.
- If the company wants to maintain control of its sales force but still needs a way to motivate it. (Any 4 × 2) (8)

2.4
- 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)

2.5
- The achievement of sales/targets
- The price of the products sold
- The sales volume in Rands or net profit (3 × 2) (6)

[50]

QUESTION 3

3.1 3.1.1
- Sales achieved (units)
- Number of orders taken
- Increase in market share
- Number of new accounts
- Improved ratio: orders to calls (Any 3 × 1) (3)

3.1.2
- Zama Cele✓
- Sales targets are not met✓✓
- There are 125 calls made but only 54 orders taken (43%)✓✓
- Duration of each call is 50 minutes, this contributes to higher marketing costs. ✓✓ (5)

3.1.3 Formal sales performance evaluation✓✓ – the evaluation takes place once a year, it is well planned and carried out in a structured way.✓✓ (4)

3.2 3.2.1
- It is simple and easy to design.
- It very adaptable to changing needs, problems, buying patterns
- Travelling time and expenses are reduced.
- Smaller territories allow salespeople to understand customer needs better.
- Local management can act more quickly in servicing customer needs and problems.
- It ensures better coverage of the entire market.
  It ensures control over sales force and sales operations.

(Any 5 × 2) (10)

3.2.2
- The firms long term objectives
- The nature of the firms products and services
- Physical location of customers
- The amount of customer services required
- Types of distribution channels being used
- General cost policy of the firm (Any 5 × 2) (10)

3.3 3.3.1 Open-ended
3.3.2 Open-ended
3.3.3 Closed
3.3.4 Closed
3.3.5 Open-ended

(5 × 2) (10)

3.4
- The ability and experience of the salesperson
- The compensation policy of the company
- The current income rates in a particular industry
- Compensation offered by direct competitors
- Difficulty level of the sales task
- Cost of living (Any 4 × 2) (8)

[50]

QUESTION 4

4.1 4.1.1
- It easier to evaluate internal applications because more information is available about them.
- It is quicker than external search.
- The internal applicant is already familiar with company policies.
- It costs less than external recruiting.
- It can improve employee morale and loyalty to the company.

(5 × 2) (10)

4.1.2
- The company name
- The product/service sold
- Minimum requirements for the position
- The sales territory
- Name and numbers of the contact person
- Opportunities for advancement
- Salary and/or fringe benefits (Any 5 × 1) (5)

4.1.3
- To verify information supplied in the application form with regard to qualification and previous jobs.
- To obtain additional information about the candidate that could help the sales manager to form a more realistic perception.

(2 × 2) (4)

4.2
- No incentive for salespeople to put in extra effort to make more sales✓✓
- Salespeople may focus on a few easy-to sell products only. ✓✓
- When sale are low salaries may become a relatively high fixed cost to the company. ✓✓
- It is a potential for unfair income distribution. ✓✓
- It could negatively impact sales force motivation. ✓✓
- Salespeople see themselves competing with each other and not with competitors and this can lead to lower productivity. ✓✓ (10)

4.3 Fringe benefits can be described as indirect forms of compensation which salespeople receive over and above their normal compensation.✓✓ for example; pension scheme, housing subsidy, medical aid scheme ✓ (2 + 1) (3)

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4.4
- Highly skilled and predominantly full-time trainers present the course.
- More sophisticated facilities are available.
- Networking opportunities are created because new sales trainees meet and get to know each other.
- It saves time and travelling costs.
- New sales trainees get to meet senior company executives and to visit various departments. (5 × 2) (10)

4.5
- Employees become productive within a shorter time.
- Employees have detailed information about their conditions of service and work conditions.
- Greater job satisfaction and hence motivation and commitment.
- A lower sales turnover rate.
- Induction reduces anxiety and uncertainty. (Any 4 × 2) (8)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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