higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N6

18 September 2020

This marking guideline consists of 7 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	C		
	1.1.2	B		
	1.1.3	B		
	1.1.4	D		
	1.1.5	D		
	1.1.6	A		
	1.1.7	C		
	1.1.8	A		
	1.1.9	B		
	1.1.10	D		
	1.1.11	D		
	1.1.12	C		
	1.1.13	C		
	1.1.14	C		
	1.1.15	C		
			(15 × 2)	(30)
1.2	1.2.1	Screening		
	1.2.2	Deviation/Variance		
	1.2.3	Personality tests		
	1.2.4	Straight salary		
	1.2.5	Hierarchy		
	1.2.6	Fixed costs		
	1.2.7	Delegation		
	1.2.8	Induction/Assimilation		
	1.2.9	Market share		
	1.2.10	Prospecting		
			(10 × 2)	(20)
				[50]

TOTAL SECTION A 50

SECTION B

QUESTION 2

2.1
- Increased productivity✓✓ through increased product knowledge with more sales resulting in increased profits for the company.✓✓
- Improved morale✓✓ leading to self-confidence and a positive attitude towards the company, customers and life general ✓✓
- Improved customer relations✓✓ built by better service which will increase customer loyalty✓✓
- Lower staff turnover✓✓ because salesperson is better prepared and more successful and less inclined to leave the company✓✓
- Improved management of time and territory✓✓ keeping nonproductive time and costs to the minimum.✓✓
- Reduced amount of supervision✓✓ because trained salespeople can work independently, allowing sales managers more time for other important tasks✓✓ (Any 4 relevant answers)

(TWO marks for objective and TWO marks for explanation) (3 × 4) (12)

2.2 2.2.1
- Highly skilled and mostly 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 visit various departments. (Any 2 × 2) (4)

2.2.2
- A sales manager may lack the ability, knowledge and experience to train salespeople well, negatively affecting them.
- Events at home may distract salespeople's attention during training.
- Sales managers have many duties and don't 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.

(Any 2 × 2) (4)

2.3 2.3.1 A firm's sales force is given the responsibility to sell all products to all persons within a specific geographic sales territory. (2)

2.3.2
- Simple and easy to design
- Adaptable to changing needs, problems, buying patterns
- Reduced travelling time and expenses
- Smaller areas allow better understanding of customer needs
- Customer needs and problems better managed locally
- Better coverage of entire market
- Ensures control over sales force and sales operations

(Any 5 × 2) (10)

2.4
- Sales force knowledge and experience
- Sales managers' ability to supervise and control a larger number of sales people
- Type of work individuals perform
- Time available for managing and supervising a sales force
- Particular objectives and circumstances of organisation (5)

2.5
- Ledger account
- Activity classification
- Territories and product (3)

2.6
- Enables management to compare input standards with output standards, determine reasons for deviations, and to take necessary corrective actions.
- Product lines or items being neglected can be identified
- Salesperson's motivation and self-confidence may be improved
- Assists salespeople to discover their strengths and weaknesses
- Indicate to management what changes should be made to improve training programmes
- Identifies effective techniques used by successful salespeople and encourages less successful ones to try them (Any 5 × 2) (10)

[50]

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QUESTION 3

3.1 3.1.1

- Official document forming part of contract between employer and employee
- Used to develop training programmes
- Used to develop compensation plan
- Used to indicate job priorities
- Used to evaluate sales performance (5)

3.1.2

- Company name
- Product/Service sold
- Minimum requirements
- Sales territory/area
- Name and numbers of contact person
- Opportunities for advancement
- Salary and fringe benefits
- Closing date for applications (Any 5 × 1) (5)

3.1.3

- Informal
- Both spouses present
- Assesses spouse's adaptability to long working hours
- Tests aptitude of spouse before final decision is made

(Any 3 × 2) (6)

3.2 3.2.1

- Motivating sales force✓ as a better compensation plan motivates sales staff more✓✓
- Correlating efforts and results with rewards✓ and matching salespeople's efforts to sales territory potential✓✓
- Ensuring customers are properly treated✓ as well-thought-out compensation plan rewards salespeople for maintaining customer satisfaction✓✓
- Attracts and maintains competent sales staff✓ and retains committed loyal employees over a long period✓✓
- Ensuring flexibility and stability✓ to accommodate rapidly changing needs of a company and its people✓✓
- Staying economic and competitive✓ by ensuring controlled costs comparing favourably with other competitors✓✓

(Any 3 × 3) (9)

3.2.2
- Technical industries
- Team selling
- Missionary selling
- Fixed route selling
- Lengthy negotiating periods to close the sale
- During sales training and induction
- Introducing new products or developing new territories
- Performing non-selling duties (Any 4 × 2) (8)

3.3
- Inadequate sales information✓✓ – Sales information submitted by other departments may not always be available in detail and on time as requested by the sales department.✓✓
- Misleading information✓✓ – Some cost analyses conducted by companies present a misleading scenario about its actual performance.✓✓
- Negative external influences✓✓ – Inflation distorts sales figures and their analyses over a period of time.✓✓ (3 × 4) (12)

3.4
- Size of sales force
- Long-term objectives
- Nature of products and services
- Physical location of customers
- Amount of customer services required
- Types of distribution channels
- General cost policy of firm (Any 5 × 1) (5)

[50]

QUESTION 4

4.1
- How the product/service has originated
- History of product and brand
- How customers use the product
- Product advantages and disadvantages
- Features of the product/service (5 × 2) (10)

4.2 4.2.1 Designed for entire sales force or different experience levels or different sales territories✓✓ to motivate salespeople to sell slow-moving stock in more volumes within a specific period.✓✓ (4)

4.2.2 Salespeople are rewarded for their hard work.✓✓ Companies can use awards as part of recognition and motivation, for example award for sales person of the year.✓✓ (4)

4.3 4.3.1
- Productivity increases within a shorter time
- Detailed information about conditions of work available
- Greater job satisfaction, motivation and commitment
- Lowers salespeople turnover rate
- Reduces anxiety and uncertainty (Any 3 × 2) (6)

4.3.2
- Introduction to company and sales staff
- Completion of employment documents
- Familiarisation with necessary details of sales tasks
- How payment will be done
- Information on parking arrangements, office practice and expense account
- Introduction to office space (Any 5 × 1) (5)

4.4
- Constant sales evaluation✓ – continuous monitoring of activities on the job✓✓
- Routine sales evaluation✓ – takes place at scheduled intervals when all or most of the input and output measures are discussed.✓✓
- Formal sales evaluation✓ – detailed performance evaluation process using all possible measurements of company's formal evaluation policy.✓✓

(3 × 3) (9)

4.5 Determine reasons for deviations✓✓
- A sales manager together with the salesperson should analyse both negative and positive deviations and establish reasons for such differences.✓✓

Take the necessary corrective action✓✓
- After establishing the cause for deviations both parties must take immediate corrective action.✓✓

Re-evaluate sales performance✓✓
To establish whether corrective measures have had the desired effect, performance has to be re-evaluated continuously.✓✓ (3 × 4) (12)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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