



# 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)
<b>TOTAL SECTION A:</b>				<b>50</b>

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

**QUESTION 4**

- |     |  |             |      |
|-----|--|-------------|------|
| 4.1 | <ul style="list-style-type: none"> <li>• It provides a basis for organisational planning and budgeting</li> <li>• Central part of the strategic planning process</li> <li>• Allows departments to plan their work and set their goals for a specific future period</li> <li>• To know how many new salespersons to employ and what their operational budget will be</li> <li>• To predict how much a company can sell during a specified period of time under a given marketing plan</li> <li>• To know when large amount of money must be invested and when not</li> <li>• To know how quickly the company should produce, to supply the demand</li> <li>• When and how sales territories need to be designed and assign salespeople accordingly</li> </ul> | (Any 5 × 2) | (10) |
|-----|--|-------------|------|





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