



# higher education & training

Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL CERTIFICATE SALES MANAGEMENT N5**

(4090325)

**8 October 2020 (X-paper)  
09:00–12:00**

**This question paper consists of 7 pages.**

203Q1B2008

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING**  
**REPUBLIC OF SOUTH AFRICA**  
NATIONAL CERTIFICATE  
SALES MANAGEMENT N5  
TIME: 3 HOURS  
MARKS: 200




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**INSTRUCTIONS AND INFORMATION**

1. Answer all questions in SECTION A.
  2. Answer any THREE questions in SECTION B.
  3. Read all questions carefully.
  4. Number the answers according to the numbering system used in this question paper.
  5. Start each section on a new page.
  6. Write neatly and legibly.
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**SECTION A****QUESTION 1**




- 1.1 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–J) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.


COLUMN A		COLUMN B
1.1.1	Based on every person's desire to receive gifts or something for free	A direct prospecting
1.1.2	Used when a product is very unique and attractive	B buyers 
1.1.3	This method is also known as cold canvassing	C budget quotas
1.1.4	They select suppliers	D grading
1.1.5	This person is the first to recognise a need/problem	E sales territory
1.1.6	Personnel are more conscious of the fact that the business wants to make a profit 	F premium approach
1.1.7	Comprises of a number of present and potential customers, located within a given geographic area	G indicators
1.1.8	This method is complicated and single indicators are not adequate to make a forecast	H history
1.1.9	The early years of a business 	I initiators
1.1.10	Sorting of products according to present generally acceptable standards	J product approach

(10 × 2)

(20)

1.2 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.



- 1.2.1 Promotions consist of advertising, publicity, price and place.
- 1.2.2 Salespersons' knowledge must extend beyond materials used in the manufacturing of the product. 
- 1.2.3 Cyclical variation usually does not occur on a regular basis and predicting its occurrence is difficult.
- 1.2.4 The type of product or service being sold will not have any influence on sales territory design.
- 1.2.5 The main problem in administering activity quotas is that of inspiring the sales force.
- 1.2.6 Users play an important role regarding feedback and evaluation of the performance of a product.
- 1.2.7 The endless chain technique is also known as cold canvassing.
- 1.2.8 The qualification of prospects includes an investigation into the prospect's financial position and creditworthiness. 
- 1.2.9 In the compliment approach, the salesperson starts the discussion in a dramatic manner and exaggerates his actions.
- 1.2.10 The product remains the most important source for visual presentations.
- 1.2.11 Price objection means that the prospect does not have money to buy the product. 
- 1.2.12 An objection from a prospect can be a sign of interest.
- 1.2.13 The biggest reason why salespeople lose sales is their inability to close at the right time.

- 1.2.14 Customer care and service is of the utmost importance for a business to retain loyal customers. 
- 1.2.15 Routing patterns are usually either straight or circular. (15 × 2) (30)
- [50]**
- TOTAL SECTION A: 50**



## SECTION B

Answer only THREE questions in this section.


### QUESTION 2

- 2.1 What are the FIVE cornerstones of selling success? (5 × 2) (10)
- 2.2 Once a salesperson has knowledge about his competitors, he can show customers the differential advantages and will be able to overcome objections.
- Name FIVE aspects of competitors that a salesperson should familiarise himself with.  (5 × 2) (10)
- 2.3 You have identified Woolworths as a prospective client and the contact person there is Mr Kunene.
- What pre-approach information do you need to collect about Woolworths?  (5 × 2) (10)
- 2.4 Name and explain FIVE factors that influence the selection of forecasting methods. (5 × 4) (20)
- [50]**




**QUESTION 3**

- 3.1 Considering expansion into a new territory is a complex undertaking. It requires foresight and significant planning to ensure that one's goals are realistic.
- List the FIVE steps in designing sales territories.  (5 × 2) (10)
- 3.2 What are the FOUR main types of quotas? (4 × 2) (8)
- 3.3 Providing after-sales service is vital in building long-term customer relationships and ensuring customer loyalty.
- Provide at least SIX reasons why follow-ups should be conducted with customers. (6 × 2) (12)
- 3.4 Discuss the following prospecting techniques.
- 3.4.1 Endless chain technique
- 3.4.2 Influence centres
- 3.4.3 Spotters 
- 3.4.4 Direct prospecting (4 × 4) (16)
- 3.5 What are the TWO types of objections? (2 × 2) (4)
- [50]**

**QUESTION 4**

- 4.1 Name at least FIVE factors that influence the size, structure and composition of a buying team. (5 × 2) (10)
- 4.2 What are the roles of an initiator in a buying team? (3 × 2) (6)
- 4.3 Which follow-up activities are necessary for the salesperson to undertake?  (7 × 2) (14)
- 4.4 Psychological objections refer to the prospect's thought processes, what he/she feels, his/her attitude, values and personality.
- Name and discuss FIVE psychological objections. (5 × 4) (20)
- [50]**

**QUESTION 5**

- 5.1 Old Mutual is continuously looking for salespeople to join their dynamic sales team.
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- Name at least SIX personality traits that people must possess in order to be successful salespeople. (6 × 2) (12)
- 5.2 Most salespeople struggle with time management.
- Name FOUR possible time traps that salespeople may encounter. (4 × 2) (8)
- 5.3 Give THREE reasons why it is important for salespeople to participate in the setting of quotas.  (3 × 2) (6)
- 5.4 A salesperson should choose the appropriate technique to close a deal in a specific situation.
- Name and discuss FIVE closing techniques that a salesperson can use in closing a deal.  (5 × 4) (20)
- 5.5 Differentiate between *sales potential* and *market potential*. (2 × 2) (4)
- [50]**

**TOTAL SECTION B: 150**  
**GRAND TOTAL: 200**