



Diploma in Marketing - Stage 3

MANAGEMENT OF SALES

WEDNESDAY, MAY 12, 2010. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish and/or international examples of marketing practice)

1. The sales manager's primary task is to manage salespeople rather than sales. Discuss.
2. Effective sales people are interpreters and translators (and increasingly educators too), who can enable the complex systems of the buying organisation and selling organisation to work together for the benefit of both. Discuss drawing on sales theories you are familiar with.
3. Examine the role and content of the sales funnel in managing sales.
4. Develop an annual sales plan for a hotel which derives 40% of its income locally, 30% regionally and nationally, and 30% from overseas.
5. *"There is some bad news and some good news about motivation. The bad news is that you cannot motivate anybody, all motivation is self-motivation. The good news is that the only motivation that is really effective is self-motivation."*
So what is the role of the sales manager in motivating sales people?
6. Develop a sales training specification for new hires, outlining the main questions that would need to be addressed in the specification.

P.T.O.

7. *“If your company lacks a clear policy of sales accountability, it remains a sales manager's responsibility to implement such a process”.*

Describe this process and how you would implement it.

8. *“Redirecting a sales force towards its sweet spot – complex, large accounts – is a smart approach in a multiple-channel system. It is not always an easy task”.*

What are the main principles of developing a leveraged sales force?