



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING & LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING	
QUALIFICATION CODE: 07MARB	LEVEL: 6
COURSE CODE: POS611S	COURSE NAME: PRINCIPLES OF SELLING
SESSION: JULY 2022	PAPER: (PAPER 1)
DURATION: 3 HOURS	MARKS: 100
SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr. C. KAZONDOVI Ms. E. BACHENAMISI
MODERATOR:	Dr. M. CHUFAMA
INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer ALL the questions and Number the answers clearly.2. This paper consists of two (2) sections (A & B).3. Use the tables provided on [page 11 & 12] to answer Section A, Question One (1) AND Question Two (2) respectively: Detach and insert it into your answer booklet.4. Write as legible and as precise as possible.	

THIS QUESTION PAPER CONSISTS OF 12 PAGES (Including this front page)

SECTION A

Question 1

Multiple choice questions

Choose the correct answer and use the table provided on [page 11] to answer these questions, detach and insert it into your answer booklet. 1.5 marks will be awarded for each correct answer.

[20 x 1.5 = 30 Marks]

1.1. A training and education initiative with specific requirements delivered by an industry professional association to salespeople in that industry is an example of a(n):

- A) university sales methods class
- B) corporate-sponsored training class
- C) Internet-based training program
- D) certification program
- E) college concentration

1.2. XFormation is a company that develops and delivers custom trainings for products, procedures, and change at companies. XFormation developers have extensive knowledge of adult learning theory, and the trainers are dynamic, engaged teachers.

Which of the following is the customer strategy that XFormation salespeople should use?

- A) Understand all the training products they sell and how to customize a package for the customer.
- B) Examine how they can add value for customers so the customers will continue to contract with XFormation on a long-term basis.
- C) Give a presentation to the customer after planning out the objectives carefully ahead of time.
- D) Spend enough time with the customer that the salesperson lives and breathes the customer's business.
- E) Understand the customer's needs and what and how they need to buy.

1.3. Which of the following is most likely a danger of Internet usage in sales?

- A) changing information about products
- B) sorting customer information with data mining
- C) using extranets (an intranet that can be partially accessed by authorized outside users, enabling businesses to exchange information over the Internet in a secure way) to place and monitor customer orders
- D) providing customers with information about competitors
- E) sending inappropriate e-mails to customers or to each other

1.4 If you view your employer's instructions or influence as improper, then you should most likely:

- A) report your company to your industry's governing body
- B) do what everyone else is doing
- C) compromise your values in order to keep your job
- D) voice opposition to the practice if it is in conflict with your value system
- E) follow the lead of your colleagues

1.5 Which of the following would be considered a secondary decision maker?

- A) a credit department staffer employed by the same company as the salesperson
- B) the administrative assistant who works for the CEO of an established customer
- C) a shipping department worker employed by the same company as the salesperson
- D) the secretary who provides support services for the sales staff
- E) the accounts payable clerk who works for the vendor

1.6 According to the Relationship Strategy, which type of selling situation relies most heavily on building a relationship with the customer?

- A) transactional
- B) straight re-buy
- C) strategic alliance
- D) consultative
- E) outbound telemarketing

1.7 Which style flexing technique is most appropriate for a salesperson to use in the presence of an emotive customer?

- A) Cite research and statistics.
- B) Avoid an open display of enthusiasm.
- C) Avoid wasting time on rapport-building.
- D) Take a slow, business-like, and formal approach.
- E) Provide support for the customer's opinions and ideas.

1.8 An effective and practical way to minimize communication-style bias is to:

- A) choose customers based on their communication styles
- B) write presentation materials that appeal to all communication styles
- C) send trained communicators to talk to customers with unfamiliar styles
- D) adapt your style to the way the customer communicates
- E) focus more on the content of sales presentations than on message delivery

1.9 Which of the following statements regarding general and specific benefits is most likely true?

- A) Benefit statements linked to explicit needs are not especially effective for complex sales.
- B) A feature statement is general, but any benefit is specific when presented as an advantage.
- C) A general benefit is a product feature for which the buyer has not expressed a need.
- D) Experienced salespeople focus on bringing attention to a product's general benefits.
- E) Highlighting as many general benefits as possible during a presentation tends to lead to a sale.

1.10 In terms of product knowledge, salespeople:

- A) can know too much about the products they sell
- B) are often better off appearing to be "in the dark" at times
- C) should provide prospects with limited product information
- D) cannot, generally, know too much about the products they sell
- E) should assume the stance of beginner users to develop customer empathy

1.11 Terrance Simpson is a sales representative for Swim-Tex, a swimming pool service and supply company. Swim-Tex sells the chemicals needed for pool maintenance as well as pool accessories like slides, ladders, and diving boards. Swim-Tex sells to both consumers and businesses.

Managers at Swim-Tex have informed members of the purchasing department to change straight rebuy situations to modified rebuys. What does this most likely mean for members of the Swim-Tex purchasing department?

- A) renegotiating prices with vendors
- B) simplifying the buying process
- C) building strategic alliances
- D) forming a new value chain
- E) focusing on a decision in the process that is not an issue for the customer

1.12 Which of the following is an important limitation of the buyer resolution theory?

- A) Salespeople find the theory too complex.
- B) Customers already know what they should buy.
- C) Few customers ask the question, "What is a fair price?"
- D) Knowing which decisions are difficult for buyers is difficult.
- E) Answers provide little insight into customer buying strategies.

1.13 Grackin Corporation is expanding into a new territory in which they are not as well-known as they are in their current territories. As part of this new push, the sales director decides to use a strategy that involves making aggressive cold-calls and hosting frequent educational seminars.

Because cold calling does not immediately result in a high level of closed sales, some companies feel that it is worthless. However, when done correctly—by researching the prospect and keeping the call bright and focused—it can be a:

- A) tool for making a quick transactional sale
- B) strategy for qualifying prospects with an elevator pitch
- C) way to introduce the prospect to the sales representative
- D) risk-free way to build rapport with a new prospect
- E) method of closing sales that have been pending

1.14 How will the sales cycle in this new territory most likely compare in length to the cycle in the established territories of Grackin Corporation? **(Use scenario in 1.13)**

- A) It will be shorter, because the salespeople will be calling prospects to introduce the company.
- B) It will be shorter, because Grackin Corporation will not have to overcome false impressions.
- C) It will be longer, because the salespeople will have to introduce the company in cold calls instead of getting name recognition from prospects.
- D) It will be longer, because consumers in the new territory have not expressed a need for Grackin Corporation's products before.
- E) It will be the same, because sales presentations are independent of sales cycles.

1.15 How does Grackin most likely benefit from hosting educational seminars? **(Use scenario in 1.13)**

- A) engaging in socially responsible activities in the community
- B) helping sales representatives with their presentation skills
- C) providing shareholders with many educational benefits
- D) highlighting product benefits to potential prospects
- E) generating extra revenue from attendees

1.16 Part of the customer strategy is understanding how a given customer plans to make a purchase, because:

- A) how the customer plans to buy tells us why the customer wants to buy
- B) the salesperson also needs to have a strong prospect pipeline and new account base
- C) the salesperson won't know what product to sell the customer without knowing the customer's buying process
- D) the selling process should be aligned with the buying process to make the sale go smoothly
- E) the buying process is something the salesperson should decide, not the customer

1.17 Technical reports, company-prepared sales literature, and writer testimonials from customers are most likely provided in _____ presentations.

- A) value
- B) sensory
- C) reminder
- D) persuasive
- E) informative

1.18 The primary goal of a(n) _____ presentation strategy is to influence the prospect's beliefs, attitudes, or behavior and to encourage buyer action.

- A) value
- B) sensory
- C) reminder
- D) persuasive
- E) informative

1.19 Which of the following would LEAST likely help a salesperson earn a repeat sale?

- A) providing professional looking business cards
- B) ensuring timely delivery of a product
- C) acting as the customer's advocate
- D) ensuring the accuracy of invoices
- E) offering technical expertise

1.20 Gregg Ray is a sales representative employed by Computer Resources, a computer supplier that develops customer solutions that combine computer hardware, software, installation, and training. When Gregg brings together many parts of the company's product mix in order to develop a customized customer solution, this is referred to as:

- A) developing a product configuration
- B) establishing a strategic priority
- C) qualifying product benefits
- D) quantifying product features
- E) creating a value statement

Question Two

True or False Questions

Use the table provided on [page 12] to answer these questions, detach and insert it into your answer booklet. 1 mark will be awarded for each correct answer. **[20 x 1 = 20 Marks]**

- 2.1 Managers do not need sales skills because they need to obtain information from clients, not communicate information to clients since the sales people are the ones that does it.
- 2.2 A Customer Strategy is a well-thought-out plan for establishing, building and maintaining quality selling relationships.
- 2.3 The role of the salesperson is to diagnose buyer need and determine how to create value from the situation.
- 2.4 Many business organizations, professional associations, and certification agencies have established written codes of ethics.
- 2.5 Ego drive is an inner force that propels a salesperson to attempt to close a sale.
- 2.6 Self-concept is the bundle of facts, opinions, beliefs, and perceptions of your customers that are present in their lives every moment of every day.
- 2.7 Communication style does not affect other people's perceptions of us.
- 2.8 With regards to Communication Styles, higher dominance refers to people who tend to like to control things and infrequently initiate demands. They tend to be more aggressive in dealing with others
- 2.9 A bridge statement is a transitional phrase that connects a statement of features with a statement of benefits.
- 2.10 A general benefit shows how a feature can be helpful to a buyer, but it does not relate to a specific need expressed by the buyer.
- 2.11 Buyer resolution theory says that the buyer can only decide to buy after having answered a series of five questions about the purchase.
- 2.12. Buyer behavior is often influenced by perception.
- 2.13 The use of friends and acquaintances is not an acceptable way to build a prospect base.
- 2.14 When you build value into your sales process, you increase the odds that the customer will give you a referral.
- 2.15 A habitual rebuy is characterized by perceived brand differences and high customer involvement.
- 2.16 One difference between organizational and consumer buyers is that organizational buyers' purchases are made for some purpose other than personal consumption.

2.17 The presentation strategy should be developed before the relationship, product, and customer strategy in order to have an effective plan.

2.18 Networking is another word for prospecting.

2.19 With business-to-business selling, responsiveness and reliability are essential service behaviors.

2.20 A "moment of truth" can be described as a situation where the customer's expectations were met.

SECTION B

[Total 50 Marks]

Question 3

3.1 You are an Outside Sales Representative selling Bridgestone new V-Steel Super Deep Rock Premium Radial Tyre to Rossing Uranium for their trucks, why would style flexing be more important in consultative selling than in transactional selling for you?

Explain five (5) different ways why style flexing would be important in consultative selling and five (5) different ways why style flexing would be less important in transactional selling. **(10 marks)**

3.2 The development of a win-win relationship strategy starts with contrasting the behaviours of people who adopt the win-lose approach with those of people who embrace the win-win approach.

Win-Lose People	Win-Win People
<ul style="list-style-type: none">• See a problem in every solution• Fix the blame• Let life happen to them• Live in the past• Make promises they never keep	<ul style="list-style-type: none">• Help others solve their problems• Fix what caused the problem• Make life a joyous happening for others and themselves• Learn from the past, live in the present, and set goals for the future• Make commitments to themselves and to others and keep them both

Compare and Contrast the two approaches with specific practical B2B examples to distinguish between them. **(20 marks)**

Question 4 - Case Study

(20 marks)

Susana Rosas of CB Richard Ellis (CBRE)



Susana Rosas, a real estate broker at CB Richard Ellis (CBRE), places a great deal of emphasis on building rapport during the first contact. She, like most other real estate professionals, knows that rapport with commercial real estate clients is of critical importance. She knows that to build relationships with clients, a good knowledge of the market is necessary but not sufficient. She has to master the multitude of skills, among which keeping an open and empathetic conversation style with her clients is the key; above all listening closely to everything that prospects say helps a salesperson to accurately identify their wants and needs. Furthermore, she works closely with her team members in the same collaborative manner to make sure all of those identified needs are met.

The commercial real estate services industry is highly competitive. CBRE, offers a wide variety of services such as industrial and logistical services, real estate consulting, investment properties services, and global corporate services. When clients want to find an office space, they hold their realtor/broker to high standards. After all, the term of a lease contract is a long-term one and the stakes are high. CBRE salespeople understand the magnitude and trend of the commercial real estate market. They know that the customers are eager to partner with someone who can be trusted to look after their best interests.

When new salespeople join the CBRE sales force, they usually work under a senior broker. The mentor helps these recruits form a professional image that appeals to the type of clientele served by the company. In the end, there is a direct link between the image projected by the salespeople and the success of the company. CBRE also adopts a team-based selling approach to ensure that the client is in good hands as the relationship between CBRE and the client develops.

Susana Rosas, an experienced broker in CBRE's Houston office, believes that working under a mentor to learn how to process a deal with a relationship orientation is invaluable. That mentality is part of CBRE's culture and success. Susana works closely with her team members through several stages of the relationship with CBRE clients, from prospecting to post-sales follow-up. When working with new recruits and her team members, she emphasizes the following points:

- Customers notice even the little details, such as the firmness of a handshake or a proper introduction.

- Salespeople at CBRE must be able to build rapport with a variety of personality types. Some customers are quiet, reserved, and somewhat guarded when expressing their views. Others are more impulsive and express their views openly. Salespeople are encouraged to alter their communication style to increase the comfort level of the customer. Susana believes that it is always important for a salesperson to gauge how his or her communication style impacts the prospect. A positive attitude is another important aspect of the relationship-building process at CBRE.
- Susana is a strong believer that salespeople should find out what customers' value. Most of the time, a salesperson must come up with innovative solutions to seemingly irreconcilable needs, such as the need to have a large space to accommodate cyclical ups and downs of the customer's industry and the need for efficiency. What is the most important aspect of commercial real estate sales? Most customers do not open up and share important information until they trust the salesperson.

Questions

- 4.1) Why should real estate salespeople spend time developing a Relationship Strategy? What might be some long-term benefits of this strategy? Be specific with Five (5) examples as you describe those Five (5) benefits in terms of developing a Relationship Strategy. **(10 marks)**
- 4.2) How differently would you behave when dealing with a return client versus a new client? **(5 marks)**
- 4.3) What might be some precautions to take when preparing a meeting with a foreign-born prospect? **(5 marks)**

Total 100 marks

(END)



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DEPARTMENT OF MARKETING
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SECTION A: ANSWER SHEET

Question 1

Total: 20 X 1.5 = 30 Marks]

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>
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Question 2

[Total: 20 X 1 = 20 Marks]

	<u>True</u>	<u>False</u>
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