

## PRINCIPLES AND PRACTICE OF SELLING.

1. (a) Hamza Ltd, a newly established company, manufactures a wide range of household goods and intends to recruit a team of salespeople. Explain **five** types of selling that the salespeople may be engaged in. (10 marks)
- (b) Mjomba recently got a job as a salesperson. Explain to him **five** closing signals from a prospect that he should monitor in the selling process. (10 marks)
2. (a) Outline **five** features of an effective sales demonstration. (10 marks)
- (b) Explain **five** benefits that an organization could derive from organizing its salespeople on territorial basis. (10 marks)
3. (a) Kaptu Ltd wishes to enhance its relationship with its major accounts to ensure customer loyalty and retention. Advise the management of the firm on how such relationships could be enhanced. (10 marks)
- (b) Explain **five** factors that could hinder a salesperson from qualifying as a travelling salesperson. (10 marks)
4. (a) Kalulu Ltd is in the process of setting sales quotas for its salespeople. Outline **five** considerations that should be taken into account in setting such quotas. (10 marks)
- (b) There are various techniques that a salesperson could use to handle objections in the selling process. Outline these techniques. (10 marks)
5. (a) Despite the usefulness of demonstrations in selling, they have certain limitations. Highlight **five** of those limitations. (10 marks)
- (b) Hamisi recently got a job as a salesperson. Explain **five** responsibilities of Hamisi in his new job. (10 marks)
6. (a) Explain **five** benefits that an organization could derive from ensuring that its major accounts are satisfied with services provided. (10 marks)
- (b) Highlight **five** personal characteristics necessary for a person to be effective as a travelling salesperson. (10 marks)
7. (a) Outline the criteria that an organization could use to evaluate the performance of its salespeople. (10 marks)
- (b) Explain **five** difficulties that a salesperson may encounter at the time of opening a sales presentation. (10 marks)