



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

SALES MANAGEMENT N5

30 May 2025

This marking guideline consists of 7 pages.

SECTION A

QUESTION 1

1.1	1.1.1	J	(10 × 2)	(20)	
	1.1.2	H			
	1.1.3	E			
	1.1.4	A			
	1.1.5	I			
	1.1.6	G			
	1.1.7	F			
	1.1.8	D			
	1.1.9	B			
	1.1.10	C			
1.2	1.2.1	False	(10 × 2)	(20)	
	1.2.2	False			
	1.2.3	True			
	1.2.4	True			
	1.2.5	True			
	1.2.6	True			
	1.2.7	False			
	1.2.8	False			
	1.2.9	False			
	1.2.10	True			
1.3	1.3.1	STEP 1: Prospecting STEP 2: Pre-approach to the sales presentation (planning of the sales presentation) STEP 3: Approach to the sales presentation STEP 4: Sales presentation STEP 5: Handling of objections STEP 6: Closing the sale STEP 7: After-sales service	(10 × 2)	(7)	
	1.3.2	• Sales tasks • Supplementary services • Nonsales tasks			(3)

[50]

TOTAL SECTION A: 50

Mark only THREE questions in this section.

SECTION B

QUESTION 2

- 2.1
- Sales volume quotas derived from territorial sales potential
 - Sales volume quotas derived from total market estimates
 - Sales volume quotas based on past sales experience
 - Sales volume quotas based on executive judgement alone
 - Sales volume quotas related only to a compensation plan
 - Letting sales personnel set their own sales volume quotas
- (Any 5 × 2) (10)
- 2.2
- Job title
 - Area
 - Work summary
 - Duties
 - Materials and forms used
 - Reporting to supervision provided
 - Risks and related job information
 - Working conditions
- (Any 5 × 2) (10)
- 2.3
- Guarantees
 - Testimonials
 - Referrals
 - Documentation
 - Demonstrations
 - Quality marks
 - Data of previous sales
 - Independent research findings
 - Endorsements
- (Any 5 × 2) (10)
- 2.4
- Users
 - Initiators
 - Influencers
 - Final decision makers
 - Buyers
 - Gatekeepers
- (Any 5 × 2) (10)
- 2.5
- Do not talk too much.
 - Keep the message simple.
 - Speak the prospect's language.
 - Speak clearly and understandably.
 - Be specific.
 - Use the sales talk.
 - Ask questions throughout.
- (Any 5 × 2) (10)

[50]

QUESTION 3

- 3.1
- Prospecting and approach times are reduced.
 - Appointments are more easily obtained.
 - The prospect has, to an extent, been qualified in terms of need/use and ability to buy.
 - A satisfied customer is a good reference. (4 × 2) (8)
- 3.2
- Nature of the sales job
 - Nature of the product
 - Stage of market development
 - Intensity of market coverage
 - Intensity of competition (5 × 2) (10)
- 3.3
- Enlarge market share
 - Qualify sales leads
 - Decrease sales costs
 - Support sales in the field
 - Manage smaller accounts or customers more profitably
 - Take orders by email/fax
 - Improve customer service
 - Segment the market
 - Increase advertising effectiveness
 - Increase potential (Any 6 × 2) (12)
- 3.4
- Poor planning of the day's activities
 - Calling on unqualified prospects
 - Insufficient use of the telephone
 - Taking long lunch hours
 - Inefficient use of waiting time
 - Too much entertaining of customers
 - Walking in without an appointment
 - Too many coffee breaks
 - Inefficiency in paperwork (Any 5 × 2) (10)
- 3.5
- The knowledge and expertise of people closest to the customers are used.
 - The salespeople are aware of trends.
 - The sales force is under more pressure to make the forecast happen.
 - Salespeople have greater confidence in forecasts, quotas and budgets.
 - Forecasts are developed by type of product, per territory, customer type and time period. (5 × 2) (10)

[50]

QUESTION 4

- 4.1
- Personal neatness and attire
 - Appearance
 - Good health
 - Manners and habits
 - Use of voice
- (5 × 2) (10)
- 4.2
- Improved cash flow
 - Comprehensive knowledge of customers and the products they buy
 - Skill to plan for production and capacity
 - Knowing when and how much to buy
 - Ability to identify the pattern or movement of sales
 - Ability to determine the expected return on investment
- (Any 5 × 2) (10)
- 4.3
- The appointment requires good planning and preparation.
 - Set out clear objectives for the approach.
 - Planning for the approach must provide for every possible eventuality.
 - The salesperson must pay special attention to appearance, personality, attitude, posture, general behaviour and gesture.
 - The first meeting and the prospect's first impressions of the salesperson can cause the discussion to fail or succeed.
 - Never ask questions that require negative answers.
 - Do not appear self-important or let the prospect feel you are better than he/she is.
 - Do not wear a 'mask' of false friendliness – be friendly and sincere.
 - Choose an approach that will immediately get your prospect's attention.
 - The salesperson must never forget that the right approach requires prior information and knowledge of the product, the business and the prospect.
- (10 × 2) (20)
- 4.4
- Prejudice
 - Ignorance (lack of knowledge)
 - Fear
 - Self-satisfaction
 - Indecision
- (5 × 2) (10)
- [50]

QUESTION 5

- 5.1
- Physical characteristics
 - Product range
 - Product support
 - Production methods and processes
 - Product use
- (5 × 2) (10)

- 5.2
- Sales volume quotas
 - Budget quotas
 - Activity quotas
 - Combination and point system quotas (4 × 2) (8)
- 5.3
- Customers
 - Internet
 - Social media
 - Financial institutions
 - Other businesses
 - Other salespeople
 - Credit and trade reference agencies: ITC
 - Company's own records
 - Personal observation
 - Prospect
 - Local directories (Any 6 × 2) (12)
- 5.4
- 5.4.1
- The principle behind this technique is the assumption that the prospect will buy.
 - There is no doubt in the salesperson's mind that he/she will sell and the prospect will buy.
 - The salesperson intentionally acts as if the prospect agreed to buy the product.
 - It is just a question of a few minor matters such as colour, size, delivery, terms, etc.
 - If the prospect does not stop him/her, the sales transaction has been completed and the administrative procedures for closing have to be finalised. (Any 2 × 2)
- 5.4.2
- A minor question is simply a question that refers to one or other less important or secondary aspect of the product or transaction.
 - The minor question simply ignores the primary or conclusive questions: "Are you going to buy or not?"
 - Instead of asking directly for the sale, the salesperson asks a question about a minor point such as model type, size or delivery that the prospect has to decide on if he/she was buying the product.
 - By answering the question, the prospect actually agrees to the sale.
 - This technique cannot offend, because if the prospect is not ready to buy, he/she thinks that the question is part of the sales routine. (Any 2 × 2)

- 5.4.3
- The salesperson offers the prospect an incentive or temptation to buy the product.
 - The prospect might feel that if he/she does not buy now, he/she will miss something.
 - People like receiving something for nothing/free.
 - This closing technique is used especially in the presentation where the prospect has been taken through all the steps. He/She wants the product, but he/she delays or cannot reach a decision.
- (Any 2 × 2)

- 5.4.4
- All humans are naturally scared of losing loved ones or belongings.
 - This can give the prospect a strong drive to buy certain products.
 - This technique works well because all decisions are based on feelings.
 - The salesperson deliberately plays to the prospect's emotions and arouse certain emotions.
 - In this technique, the salesperson personalises the closing plea by applying it intimately to the prospect's own position and emotion.
 - The salesperson should try to use this technique only after the other techniques have failed.
- (Any 2 × 2)

- 5.4.5
- This technique makes use of people's natural tendencies to want what others have.
 - It is against human nature to let an opportunity pass by. If the prospect hears that there is only one article left, or that it has already been ordered, he/she usually wants it.
 - The sales close must be used only if the reason, which the salesperson gives, is the truth.
 - This technique cannot be used to get rid of goods that sell slowly and of which there are still many in stock.
 - It would be highly unethical of the salesperson to do so.

(2 per fact and 2 per technique) (Any 2 × 2)

(5 × 4)

(20)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200