

THE NATURE AND SCOPE OF PERSONAL SELLING

WORKBOOK

Empower and invest in yourself

LEARNING ACTIVITY 01

INDIVIDUAL WORK

To be a successful salesperson requires much more than certain basic personal qualities such as good communication skills.

Complete the paragraph by inserting the words in their correct spaces.

A salesperson must have excellent knowledge of his _____ market, his _____

(e.g. its policies) and its products and/or _____ as well as the particular _____

(e.g. computers) in which he operates. Salespeople should be fully _____ with their different

environments.

company | target | integrated | services | industry

LEARNING ACTIVITY 02**GROUP WORK: REFLECTION**

There are three types of manufacturer's representatives.

Work in groups to explain the main function of each type of manufacturer's representatives.

1. Representatives selling to wholesalers, distributors and dealers

2. Representatives selling to final consumers

3. Representatives selling to other industries (business-to-business)

LEARNING ACTIVITY 03**INDIVIDUAL WORK**

There are five kinds of salespersons.

Indicate the salespersons by writing them in the box.

The five salespersons that exist are:

1.
2.
3.
4.
5.

Options to choose from:

1. *Manufacturer's representatives*
2. *Employees' representatives*
3. *Wholesaler's representatives*
4. *Retailer's representatives*
5. *Management engineers*
6. *Sales engineers*
7. *Support sales personnel*
8. *Owners' representatives*

LEARNING ACTIVITY 04

INDIVIDUAL WORK

Have you ever heard about “The Four P’s of Marketing”? What are they?

Indicate your answers by ticking the correct blocks.

Product	
Price	
Promise	
Place	
Productivity	
Persistence	
Promotion	

LEARNING ACTIVITY 05**GROUP WORK: REFLECTION**

The purpose of promotion is to inform, remind and persuade a market to buy or increase consumption, or switch to another product or brand instead of a competitor's.

Work in groups to briefly explain the purpose of the following types of promotion methods.

1. Informative advertising

2. Reminder advertising

3. Persuasive advertising

LEARNING ACTIVITY 06**INDIVIDUAL WORK**

There are certain advantages and disadvantages when it comes to sales promotion.

Indicate whether the following statements regarding sales promotion are true or false by ticking the appropriate boxes.

	True	False
It is known for being very expensive.		
Sales promotion activities may result in an instant growth in sales, but for a short period only.		
It is ideal for high-value products.		
It is direct communication.		
It reaches many customers.		

LEARNING ACTIVITY 07**INDIVIDUAL WORK**

There are certain advantages when it comes to personal selling.

Indicate the applicable advantages by ticking the correct boxes.

Personal selling is a two-way communication process.	<input type="checkbox"/>	OR	<input type="checkbox"/>	Personal selling is a one-way communication process.
Businesses that sell low-volume products rely strongly on personal salespersons.	<input type="checkbox"/>	OR	<input type="checkbox"/>	Businesses that sell high-volume products rely strongly on personal salespersons.
Repetitive meetings with clients build strong relationships.	<input type="checkbox"/>	OR	<input type="checkbox"/>	Repetitive meetings with stakeholders ensure big profits.
Repetitive meetings with clients build strong relationships.	<input type="checkbox"/>	OR	<input type="checkbox"/>	Repetitive meetings with stakeholders ensure big profits.
Personal selling focusses on one customer or a small group of customers at a time.	<input type="checkbox"/>	OR	<input type="checkbox"/>	Personal selling focusses on a large group of customers at a time.
Salespeople are supported with extra funds to help them clinch the deal.	<input type="checkbox"/>	OR	<input type="checkbox"/>	Salespeople are supported with promotional material to help them clinch the deal.

LEARNING ACTIVITY 08

INDIVIDUAL WORK: SELF-EVALUATION

Do you have it in you to become a successful salesperson?

Answer the following questions as honestly as possible by ticking the appropriate blocks.

	Always	Sometimes	Never
Do you have strong work ethics?			
Are you productive?			
Is your work structured and organised?			
Do you have excellent persuasion skills?			
Are you a strategic thinker?			
Do you have a positive outlook on things?			
Do you have the ability to build and foster relationships?			
Are you a growth-oriented entrepreneur?			
Do you have a competitive drive?			

- Mostly “**Always**”: You certainly have the potential to be a successful salesperson.
- Mostly “**Sometimes**”: If you work on it, you can become a successful salesperson.
- Mostly “**Never**”: You should work harder on your sales skills if you want to become a successful salesperson.

Take note: These results are only based on the exercise; more evaluations should be done to truly know your potential of becoming a successful salesperson.

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