

SALES MANAGEMENT

This test covers the role of sales management in marketing. Topics include: principles and practices in planning, organizing, and controlling the sales force; selection, training, compensating, supervising, and motivating salespeople. (3 s.h.) MAR-322-TE

This is a two-hour examination in which you must answer 100 multiple-choice questions worth 1 point each. A passing score is **60** out of 100 points.

Here are the topics covered and their approximate importance on the test:

- I. SALES MANAGEMENT AND THE SALES MANAGEMENT PROCESS (5 - 10%)
- II. LEADERSHIP AND SUPERVISION (10%)
- III. ORGANIZING SELLING ACTIVITIES (5%)
- IV. MARKETING STRATEGY AND THE SALES FUNCTION (10%)
- V. SOCIAL, LEGAL AND ETHICAL ASPECTS OF SELLING (5%)
- VI. PERSONAL SELLING AND THE SALES FUNCTION (10%)
- VII. TERRITORY DESIGN AND SALES FORCE DEPLOYMENT (5%)
- VIII. SALES FORECASTS, BUDGETS AND AUDITS (10%)
- IX. RECRUITING, SELECTING AND PLACING SALES PERSONNEL (10%)
- X. SALES TRAINING AND DEVELOPMENT (5 - 10%)
- XI. MOTIVATING SALES PERSONNEL (5%)
- XII. COMPENSATING SALES PERSONNEL (5%)
- XIII. EVALUATING ORGANIZATIONAL EFFECTIVENESS: SALES AND COST ANALYSIS (5%)
- XIV. EVALUATING SALESPEOPLES' PERFORMANCE (5%)

Textbooks to help you prepare:

Ingram, Thomas N., et al. *Sales Management: Analysis and Decision Making*
Current edition. Armonk NY: M.E. Sharpe

Spiro, Rosann et al. *Management of a Sales Force*
Current edition. Boston: McGraw-Hill/Irwin

SAMPLE QUESTIONS

1. The selling process for cold canvassing includes all of the following EXCEPT
 - a. beginning with blind prospecting
 - b. using a pre-approach
 - c. following a lead from an inquiry
 - d. utilizing close and follow-up
2. To determine which customer accounts to call on, companies need to evaluate
 - a. geographic closeness to other accounts
 - b. territory allocation
 - c. commission schedules
 - d. reference checks
3. To maximize the performance of their field sales forces, companies
 - a. review expense accounts
 - b. retrain in sales techniques
 - c. develop a strong marketing plan
 - d. develop a strong advertising plan
4. What aspect of an employment application should be scrutinized by the sales manager?
 - a. Physical impairments
 - b. Ethnic background
 - c. Personal characteristics
 - d. None of the above
5. Which of the following is an advantage of using a commission form of sales compensation?
 - a. The salesperson will be highly motivated.
 - b. Marketing information will be regularly collected by the salesperson.
 - c. The account will be serviced on a regular basis.
 - d. All of the above
6. All of the following are appropriate means for selecting salespeople EXCEPT
 - a. interviews
 - b. aptitude test scores
 - c. political connections
 - d. previous experience
7. Which of the following topics is NOT usually part of a sales training course?
 - a. Sales technique
 - b. Customer buying habits
 - c. Company financial information
 - d. Accounting techniques

8. Qualifying a prospect is
 - a. identical with checking references for an applicant
 - b. determining which applicant to hire
 - c. conducting an exit interview
 - d. determining if a prospect is interested in a product
9. Projection on the basis of past records is a method of
 - a. value analysis
 - b. sales forecasting
 - c. standard appraisal
 - d. MBO
10. Matching the capabilities of the sales recruit to the needs of the organization is called
 - a. congruence
 - b. realism
 - c. selection
 - d. socialization
11. Which of the following personal selling approaches is designed to help customers reach strategic goals through use of products, services, and sales organization expertise?
 - a. Problem solving
 - b. Consultative
 - c. Need satisfaction
 - d. Mental states
12. Which of the following areas of training for sales managers is most frequently neglected?
 - a. Forecasting and budgeting techniques
 - b. Accounting principles
 - c. Marketing principles
 - d. Management principles
13. Which of the following communication strategies does NOT involve direct communication between sales managers and salespeople?
 - a. Manipulation
 - b. Threats
 - c. Persuasion
 - d. Promises
14. Sales performance evaluations are necessary
 - a. as a way for management to obtain their bonuses
 - b. to supplement training
 - c. to provide feedback to salespeople
 - d. none of the above

15. Which of the following is NOT part of the sales process?
- a. The pre-approach
 - b. Planning the sales presentation
 - c. Prospecting
 - d. Evaluating sales effectiveness

ANSWERS TO SAMPLE QUESTIONS

1. **c** 2. **a** 3. **b** 4. **c** 5. **a** 6. **c** 7. **d** 8. **d**
9. **b** 10. **a** 11. **b** 12. **d** 13. **a** 14. **c** 15. **d**