

Level 3 Certificate in Selling and Sales Management



International
Qualifications from EDI

Annual Qualification Review

2011

CONTENTS

Introduction	1
Pass Rate Statistics	1
General Strengths and Weaknesses	1
Teaching Points by Syllabus Topic	2
Further Guidance	6
Examples of Candidate Responses	7

INTRODUCTION

The annual qualification review provides qualification-specific support and guidance to centres. This information is designed to help teachers preparing to teach the subject and to help candidates preparing to take the examination.

The reviews are published in September and take into account candidate performance, demonstrated in both on demand and series examinations, over the 12 months. Global pass rates are published so you can measure the performance of your centre against these.

The review identifies candidate strengths and weaknesses by syllabus topic area and provides examples of good and poorer candidate responses. It should therefore be read in conjunction with details of the structure and learning objectives contained within the syllabus for this qualification found on the website.

The review also identifies any actual or proposed changes to the syllabus or question types together with their implications.

PASS RATE STATISTICS

The following statistics are based on the performance of candidates who took this qualification between 1 January 2011 and 30 September 2011.

Global pass rate 55.64%

Grade distributions

Pass	73%
Credit	26%
Distinction	0.6%

GENERAL STRENGTHS AND WEAKNESSES

Strengths

- understanding sales training methods
- understanding the buying and selling process
- application of IT to aid selling
- many answers to question 1 in correct format

Weaknesses

- lack of depth in answers
- misunderstanding questions
- lack of application to given situations e.g. an environmental audit for a chocolate company
- some answers to question 1 in essay format
- failure to understand an environmental audit

TEACHING POINTS BY SYLLABUS TOPIC

Section A

Syllabus Topic Area 1: The Role of Selling for Profit while Maintaining Competitive Advantage

Candidates need to show the importance of listening in the selling situation. They must show they understand the use of different forms of communications e.g. telephone and writing reports.

Candidates should answer in this specified format, with clear reference to the business situation e.g. a business to business (B2B) , a business to customer (B2C) or business to government (B2G) situation.

Syllabus Topic Area 2: Setting Sales Objectives

Candidates must show the importance of setting correct selling objectives and the tactics needed to achieve them. They must understand the importance of the environmental audit when selling into different markets.

Key teaching points are:

- explain the importance of a SWOT analysis
- understand the difference between strategy and tactics
- understand the environmental audit

Syllabus Topic Area 3: Practise and Demonstrate the Key Steps in the Personal Selling Process

Candidates must be able to explain each stage in the process and apply each stage to the given business situation. A listing of the stages is not sufficient, each stage needs to be fully explained.

Syllabus Topic Area 4: The Role of Selling within the Marketing Promotional Mix

Candidates must show an understanding of all the elements of the promotional mix. They need to explain how each element might be applicable in different situations. It is important to understand the importance of brands and branding and to illustrate the activities that need to be carried out in order to retain customers.

Key teaching points are:

- to show how different forms of promotion work alongside selling
- describe the importance of exhibitions and trade shows

Syllabus Topic Area 5: The Buying Process

Candidates will need to understand each stage in the buying process and apply it to the given situation. It is important that this is not confused with the selling process. They will need to show how this buying process applies to different forms of distribution, for example intermediaries such as wholesalers or retail stores.

Key teaching points are:

- to understand the roles of the decision making unit
- to show how to develop the buyer and seller relationship

Syllabus Topic Area 6: Tactical Sales Plans

The required layout for the answer to this compulsory question is given in the question. Where candidates answer in the correct format, it is often the best answered question.

Candidates should answer in this specified format, with clear reference to the business situation e.g. a business to business (B2B) or a business to customer (B2C) situation.

Key teaching point is:

- to keep to the format prescribed in the question

Section B

Syllabus Topic Area 7: Managing the Sales Office

This is another popular choice. The question is frequently asked about specific methods of managing a sales force. In this case the key methods to include are:

- setting goals and objectives
- effective territory coverage
- call rate frequency
- key account management
- setting standards at customer care

Key teaching points are:

- to understand the importance of sales reports
- to show the difference between managing a sales office and a sales force

Syllabus Topic Area 8: Sales Management Controls

Sales forecasting techniques are an important area and candidates often fail to answer the question by referring to techniques instead of time horizons or vice versa.

Key teaching points are:

- refer separately to each horizon of short, medium, long term
- where asked about techniques, refer separately to the different qualitative and quantitative techniques

Syllabus Topic Area 9: Sales Force Recruitment and Training

This is frequently a popular choice. Candidates may be asked to describe sources of recruitment. In this case key teaching points are:

- the interview process
- provide a list of sources
- provide an explanation of each source
- separately list and explain each source
- give examples appropriate to the situation

Candidates may be asked to explain main methods of sales training. This is also a popular choice.

Key teaching points are:

- list each method
- explain each method
- explain the advantages of each method

Syllabus Topic Area 10: International Selling

Candidates need to show the importance of selling into a global market. Different products and services will be viewed according to the various markets.

Key teaching points are:

- show the advantage of an overseas subsidiary
- explain the difference between methods of market entry e.g. agents or distributors

Syllabus Topic Area 11: Legal and Ethical Issues in Selling

Candidates should show an understanding of the contents of a contract. They should be able to give examples of different terms and conditions.

Key teaching points are:

- understand the difference between legal and ethical issues
- explain the importance of health and safety regulations

FURTHER GUIDANCE

Planning answers

The most frequent examiner comment is that there is very little evidence of candidates planning their answers. The time allocation is sufficient for candidates:

- to ensure you have the knowledge for your question selection
- to use correct report format when required
- to answer in the context of the stated business or industry
- to answer all sections of a question
- to read all the questions thoroughly so that they can be understood
- to select the information necessary for the answer
- to organise the information sensibly
- to write the answer in sufficient detail
- to check the answer for errors and to correct them.

It is emphasised that many candidates who fail do so not because of inadequate English but because of inadequate planning and application to the given business context.

Organising information

In addition to the general approach to planning an answer that is given above, it is also helpful for candidates to remember that most types of business communication benefit from having:

- a beginning in which some form of introduction is given, possibly outlining the background or reason for the message
- a logically ordered middle section that gives the details of the information clearly and concisely
- an ending that closes the message by summing up the message very precisely or in some other way 'rounds off' the communication.

Changes to syllabus

There will be no further changes to the syllabus. The above details refer to the current syllabus which ran from Series 2 2009. From Series 2 2009 the syllabus was in two major sections. Section A was entitled Selling and section B was entitled Sales Management.

EXAMPLES OF CANDIDATE RESPONSES

These questions are taken from the Series 3 2011 paper.

QUESTION 2

- (a) In a **report** to the Chief Executive of a clothing manufacturing company, identify 5 stages of the selling process and explain their importance when selling to retail stores.

(10 marks)

- (b) Explain 4 methods of segmentation for this market.

(8 marks)

(Candidates will be awarded 2 marks for a correct **report** format with bullet points or numbered sections)

(2 marks)

(Total 20 marks)

The following answers were written by three candidates in response to this question.

Answer A shows a fail response

Answer B shows a pass response

Answer C shows a distinction response

Answer A – Fail Response

Question 2. (a) To: The Chief Executive Officer.
From: Mrs. Tan.
Date: 01 June 2011
Subject: ~~Clothing Manufacturing company~~. Five selling process

(i) Retailer always ~~get~~ bulk buying.
(ii) customer or consumer always purchase with retailer.
(iii) No need to access with the advertising
(iv)
(v)

(b) four method of segmentation.

- gen-demograph
- ACORN, MOSAIC
- ~~psychographic~~ ~~geographic~~ demograph.
- sex, gender, race, income unit.
- physiological graphy.
- music.
- ~~geography~~.

This answer shows partial report format but excludes numbered sections for part (a).

- (a) None of the stages of the selling process has been identified. Each stage needs to be identified for 5 marks. A further five marks are available for an explanation of each stage and their importance when selling to retail stores. There is no explanation of the process. Therefore no marks have been awarded.
- (b) The candidate has used bullet points to complete the report format for this answer. The candidate has identified 3 methods of segmentation for this market, gaining 3 marks. However there is insufficient explanation of each segment and there is no reference at all to selling clothing into retail stores.

Answer B - Credit/Pass Response

To
Paramount Garment (Ltd)
Report

To: Chief Executive Officer

FROM: Sale Executive

DATE: 01 June 2011

SUBJECT: Stages of the Selling Process

a) Stages of the selling process:

- Pre-approach / prospecting - a process of trying to turn prospectors into actual buyers: this potential buyers to actual buyers.
- Approach / Opening - This is the first meeting with prospectors, one has to use the AIDA concept, this Attention, Interest, Desire, Action, when dealing with prospectors to find out how much interest they have in the organisation and product.
- Identifying customer Needs - One can use question techniques e.g. What ingredients do you use to make your superior bread? (White flour) - Can I deliver it to you? In order to know what the customer needs.
- Closing the Sale - this means getting a sale, one can use alternatives e.g. W. Cake flour or Plain flour. This is the most important stage of selling in order to get sales and gain profits.
- Follow ups - The company has to do follow-ups to find out if the customer was satisfied or not, they have to create good mutual relationships with customers. If this stage helps to company to know how to plan in the future.

b) Four method of Segmentation

i) Demographics - the study of population it includes gender, age, men, women etc

ii) Geographic - the study of environment e.g. urban areas, rural areas, town, cities

Psychologic - this refers to people's life styles, interests

Geo-demographic - the combination of geographics and demographics e.g. towns and cities - men and women.

A.M.

This answer shows partial report format but excludes numbered sections.

- (a) This candidate has correctly answered by highlighting the 5 stages of the selling process. There is also an adequate explanation of each process. This is a good answer but the candidate has not reached maximum marks because the answer is not in the context of selling clothing to retail stores.
- (b) The candidate has correctly identified 4 methods of segmentation. The answer also provides some minimal explanation of each segmentation method. However the answer is not in the context of selling clothing to retail stores. The overall answer is classified as a good pass.

Answer C - Distinction Response

20

SECRET

To: Lillian Smith, Chief Executive

From: Memory Muscula

Date: 1 June, 2011

Subject: FIVE STAGES OF THE SELLING PROCESS WHEN SELLING TO RETAIL STORES AND THEIR IMPORTANCE

Five stages of the selling process and their importance are hereby presented as follows:

1. Opening sale

- 1.1 presentation of the company profile that is what clothes they manufacture.
- 1.2 well groomed or dressed salesperson with good speaking skills presents the company to produce good image of company.

2. Need Recognition or Problem recognition

- 2.1 retail stores now have a way forward and can now know what they want from the manufactures and this is important because it determines whether the retail shop will buy or not buy from the clothing manufacturer.
- 2.2 adjustments are made or specifications to the clothing by retail stores.

3. Demonstration

- 3.1 clothing manufacturer demonstrates how the clothes are made. This is important in that retail shops can know what they are going to sell in their shops if they purchase the clothes.
- 3.2 clear outline of the advantages that the clothing manufacturer can offer through the clothes. This is important so that retail stores know whether the components of the clothing is environmental friendly to their customers.

4. Handling Objections

- 4.1 retail shops may have queries about the clothing manufacturer so the sales manager may be

needed to help the salesperson to explain clearly on what the retail stores may not have understood.

4.2 conviction of the retail stores is needed to acquire a sale.

4.3 negotiations may also be needed so that the retail store does not give up on the clothing manufacturer. This may include terms and conditions such as credit terms and facilities that the retail shop may use to purchase clothing.

5. Closing Sale

5.1 this includes written-down agreements between the clothing manufacturing company and retail store about how to pay, transport costs, guarantees and warranties.

5.2 distribution of products is important so that a good relationship is maintained between the clothing company and the retail stores. The distribution must be done in time.

5.3 closing the sale in a formal manner will make the two companies to have a mutual relationship. This is important for the manufacturing company so that it will know it has a key account with the retail stores.

2b Four methods of segmentation for this market are:

2.1 Geography segmentation

- a classification according to regions that is whether it is hot region, cold region, North, East, West or South.
- in case of the clothing manufacturer weather is important geographical segmentation.
- the clothing manufacturer can target hot regions with summer clothing and cold regions with warm clothes for winter.

2.2 Socio-culture segmentation

- this is when people are divided into groups according to their beliefs, cultures and religions, attitudes.
- the clothing manufacturer can segment selling clothing to retail stores that sell religious clothing for example clothing for bishops and nuns.
- can sell to accordance with cultures such as tradition

clothing or according to sub-cultures,

2.3 Demographic Segmentation

This is when people are grouped according to age, sex, income earners or dependants.

- according to age the clothing manufacturer can sell clothing to retail stores that sell young children's clothes, middle-aged clothes and so on.
- according to sex they can sell according to male or female.
- there are also retail shops that sell clothing to high, medium and low income earners the clothing manufacturer can also target these.

2.4 Use-related Segmentation

This is when clothing is grouped according to the situation that is present.

- the clothing manufacturer can sell to retail stores that sell these types of clothes. They may be wedding clothes, funeral clothing, swimwear or any other situation that is according with time and fashion.

This answer shows correct report format with very clearly numbered sections.

- The candidate has correctly identified five stages of the selling process and correctly explained each stage. The candidate has also answered in the context of selling clothing to retailers to gain maximum marks.
- The candidate has identified 4 appropriate methods of segmentation for this market. Each method is explained in a clear manner and they are related to selling clothing to retailers. This candidate gained maximum marks.

EDI

International House
Siskin Parkway East
Middlemarch Business Park
Coventry CV3 4PE
UK

Tel. +44 (0) 8707 202909
Fax. +44 (0) 2476 516505
Email. enquiries@ediplc.com
www.ediplc.com



Supporting learning
and performance