FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2020

ASSIGNMENT 1 & 2

Counselling and Career Guidance
CCG620S
Centre for Open and Lifelong Learning

Feedback Tutorial Letter

2nd Semester, Year 2020

Corporate Sports and Salesmanship
CSS621S

Assignment 1
Marker/ Tutor: Dr Maxwell Chufama
Questions

1. With respect to the different types of salespeople describe the types of salespeople you would need to use in-shop and out-of-shop in order to sell Nike running shoes in the Namibian marketplace. In your deliberation explain the nature of tasks/job they execute in the marketplace. (20 marks)

There are three types of order-takers: inside order-takers, delivery salespeople and outside order-takers. Order-creators are termed missionary salespeople. Finally, order-getters are either front-line salespeople consisting of new business, organisational or consumer salespeople, or sales support salespeople who can be either technical support salespeople or merchandisers. Both types of order-getters operate in situations where a direct sale can be made. Each type of selling job will now be discussed in more detail.
Order-Takers

**Inside order-takers.** Here the customer has full freedom to choose products without the presence of a salesperson. The sales assistant’s task is purely transactional – receiving payment and passing over the goods. Another form of inside order-taker is the telemarketing sales team who support field sales by taking customer orders over the telephone.

**Delivery salespeople.** The salesperson’s task is primarily concerned with delivering the product. In the UK, milk, newspapers and magazines are delivered to the door. There is little attempt to persuade the household to increase the milk order or number of newspapers taken; changes in order size are customer driven. Winning and losing orders will depend on reliability of delivery and the personality of the salesperson.

**Outside order-takers.** Outside order-takers visit customers, but their primary function is to respond to customer requests rather than actively seeking persuade. Outside order-takers do not deliver and to a certain extent they are being replaced by more cost-efficient telemarketing teams.

Order-Creators

**Missionary salespeople.** In some industries, notably the pharmaceutical industry, the sales task is not to close the sale but to persuade the customer to specify the seller’s products. For example, medical representatives calling on doctors cannot make a direct sale since the doctor does not buy drugs personally but prescribes (specifies) them for patients. Similarly, in the building industry, architects act as specifiers rather than buyers, so the objective of a sales call can- not be to close the sale. In these situations the selling task is to educate and build goodwill.

Order-Getters
Order-getters are those in selling jobs where a major objective is to persuade customers to make a direct purchase. These are the front-line salespeople.

**New business salespeople.** The task is to win new business by identifying and selling to prospects (people or organisations who have not previously bought from the salesperson’s company).

**Organisational salespeople.** These salespeople have the job of maintaining close long-term relationships with organisational customers (i.e. industrial buyers, buying for resale, and institutional buyers, perhaps buying for educational establishments, the police service and local authorities). The selling job may involve team selling where mainstream salespeople are supported by product and financial specialists.

**Consumer salespeople.** Consumer selling involves selling physical products and services such as double glazing, security equipment, cars, insurance and personal pension plans to individuals. Much selling in this category tends to be one off and salespeople are generally rewarded through commission. Therefore the impetus to attain an order is paramount and it is this category that has attracted much criticism in terms of high pressure being put on customers to make a purchase.

**Technical support salespeople.** Technical support salespeople provide sales support to front-line salespeople. Where a product is highly technical and negotiations are complex, a salesperson may be supported by product and financial specialists who can provide the detailed technical information required by customers. This may be ongoing as part of a key account team or on a temporary basis with the specialists being called into the selling situation as and when required.
**Merchandisers.** Merchandisers provide sales support in retail and wholesale selling situations. Orders may be negotiated nationally at head office, but sales to individual outlets are supported by merchandisers who give advice on display, implement sales promotions, check stock levels and maintain contact with store managers.

2. Explain factors in the climate or business environment that can affect your sport marketing or selling strategies in the new venture of selling and distributing Nike running shoes. **(15 marks)**

- Competitor
- Industry trends
- Company
- Political
- Media
- Technology
- Consumer
- Social
- Legal
- Economic

3. Based on your observation of the Namibian market, discuss sales promotion methods that you think would aid you to attain higher sales. **(15 marks)**

- Price-off Deal
- Loyalty Reward Program
• Trade-ins
• Demonstrations
• Coupons
• Contests (Competitions)
• Samples
• Event Sponsorship
• Rebates
• Online Interactive Promotion Game

END OF TUTORIAL FEEDBACK FOR ASSIGNMENT 1
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1. Describe factors that can influence your process of forecasting Nike running shoe sales in the Namibian market. (15 marks)

General points

- Marketing spend
- Budget allocation
- Economic conditions
- Political conditions
- Customer satisfaction
- Weather
- Competitor activity

Or you can structure as follows; internal vs external factors;

Internal Factors affecting sales of a product

- Company’s product
- Marketing strategy of the company
- Marketing Personnel of the company
- Technology and Automation
- Presence in multiple formats especially in E-commerce
- Ability to tap ‘Digital Footprints’ customers
- Availability of finances
- Integration with suppliers

External Factors affecting sales of a product:

- Consumers and institutional buyer expectations
- Economic Cycle
- Laws and regulations
- Competitors’ Market Position
- Fragmentation and niche markets

2. Windhoek City Runners Club has invited you to sell or present Nike running shoes. Explain the stages that you would go through in the selling process and what you would do in those stages in the process of selling the Nike running shoes. Your creativity is called upon. (35 marks)

Sales Process

![Sales Process Diagram]

Professional selling involves a series of seven distinct steps. Let’s take a look at each.

1. **Prospecting** is finding and qualifying potential customers. Qualifying is the process of determining whether a potential customer has a need or want that the company can fulfill, and whether the potential client can afford the product.
2. **Preparation** involves preparing for the initial contact with a potential customer. You will need to collect and study relevant information, such as product descriptions, prices, and competitor information. You will also need to develop your initial sales presentation.

3. **Approach** is the first face-to-face interaction you will have with the potential customer. In the **premium approach**, you give your prospect a gift at the beginning of the interaction. It may be a pen, a novelty item or company calendar, for example. Another method is the **question approach**, in which you ask a question to get the prospect interested. For example, 'Would you have a problem making a 15% annual return on an investment?' You may also use the **product approach**, in which you give the prospect a sample to review. The idea behind all of these approaches is to get the prospect involved in the interaction quickly.

4. **Presentation** is actively listening to the needs and wants of the potential customer and demonstrating how your product can meet those needs and wants.

5. **Handling objections** is an important part of the process. Objections can be useful because they tell the salesperson what to focus upon in addressing a prospect's concerns. Successful salespeople learn how to overcome objections through preparation and having the right information at hand to address them.

6. **Closing** involves identifying closing signals from the prospect that indicate it's decision time. There are different approaches to closing. In the **alternative choice close**, you assume the sale and offer the prospect a choice such as, 'Will this be a cash or credit.
transaction? An extra inducement close involves you offering something extra to get the buyer to agree, such as a discount or a free product. In the standing room only close, you inform the prospect that time is of the essence because some impending event, such as a price increase, will change the terms of the offer.

7. Follow-up is building a long-term relationship with your customer for purposes of repeat sales. For example, you make contact with the customer sometime after the sale and make sure the product was received and is in good condition. Again, the idea is not to sell at this stage, but to create a solid relationship for future sales.

END OF TUTORIAL FEEDBACK FOR ASSIGNMENT 2