Feedback Tutorial Letter

Corporate Sports and Salesmanship
(CSS621S)

Assignment 1 & 2
Centre for Open and Lifelong Learning

Feedback Tutorial Letter

2\textsuperscript{nd} Semester, Year 2021

Corporate Sports and Salesmanship

CSS621S

Assignment 1

Marker/ Tutor: Dr Maxwell Chufama
Dear Student

Thank you for the effort and congratulations on completing Assignment One (1). Your assignment demonstrated commendable exposure and research, keep it up.

I highly recommend you at this level to move away from high level plagiarism. Always express the ideas of other scholars in your own words to show that you understood the concepts rather than copying and pasting scholars’ or someone’s work.

Best of luck in your coming tasks!

Questions

Identify any local sport organization and answer the following questions:

1) Explain any ideal indoor and outdoor salespersons for your organization. (20 marks)
2) Describe factors in the business environment that can affect the firm’s selling tactics. (10 marks)
3) Giving reasons, discuss any ideal sales promotion methods for your firm. (10 marks)
4) Describe any two (2) types of sales organization that the firm can use in Namibia. (10 marks)
5) Provide two (2) sales forecasting methods the firm can use, with their pros and cons. (10 marks)
Question

Identify any local sport organization and answer the following questions:
1) Explain any ideal indoor and outdoor salespersons for your organization. (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 frontline 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.
Question

2) Describe factors in the business environment that can affect the firm’s selling tactics. (10 marks)

Internal factors
- Product quality
- Marketing and sales strategies
- Resources
- Top management managerial philosophy

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

3) Giving reasons, discuss any ideal sales promotion methods for your firm. (10 marks)
   • Price-off Deal
   • Loyalty Reward Program
   • Trade-ins
   • Demonstrations
   • Coupons
   • Contests (Competitions)
   • Samples
   • Event Sponsorship
   • Rebates
   • Online Interactive Promotion Game
Question

4) Describe any two (2) types of sales organization that the firm can use in Namibia. (10 marks)

- Functional Structure.
- Geographic Structure.
- Market-Based Structure.
- Product Sales Force Structure.

Question

5) Provide two (2) sales forecasting methods the firm can use, with their pros and cons. (10 marks)

- Relying on sales reps' opinions.
- Using historical data.
- Using deal stages.
- Sales cycle forecasting.
- Pipeline forecasting.
- Using a custom forecast model with lead scoring and multiple variables.

END OF TUTORIAL FEEDBACK FOR ASSIGNMENT 1
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2nd Semester, Year 2021

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Assignment 2
Marker/ Tutor: Dr Maxwell Chufama
Dear Student

Thank you for the effort and congratulations on completing Assignment Two (2). I still highly recommend you at this level to move away from high level plagiarism. Always express the ideas of other scholars in your own words to show that you understood the concepts rather than copying and pasting scholars’ or someone’s work. Additionally be guided by marks shown at the end of the question on what and how much to write on a question.

Best wishes in your coming tasks!

Questions

Using the same organisation identified in Question 1 on Assignment 1, answer the following questions:

1. Describe any important factors that can influence the process of sales forecasting. (10 marks)
2. Illustrate how technology can be used or has re-invented the firm’s selling process. (10 marks)
3. Discuss any ideal Customer Relationship Management strategies the firm can use. (15 marks)
4. Develop a brief Corporate Profile for your organisation to use for marketing purposes. (10 marks)
5. Discuss any five (5) limiting factors of an interview when recruiting salespersons. (15 marks)
Question 1

Describe any important factors that can influence the process of sales forecasting. (10 marks)

Some of the important factors affecting sales forecasting are as follows:

- General Conditions.
- Changing Market Conditions.
- Conditions within the Industry.
- Socio-Economic Conditions.
- Internal Policies.
- Marketing Plans.
- Foreign Trade Conditions.
- Product Mix.

Question 2

Illustrate how technology can be used or has re-invented the firm’s selling process. (10 marks)

1. Big Data: In today’s world, competitive advantage for sales organizations depends largely upon the ability to successfully capture, manage, and analyze massive volumes of customer data that contains insights into customer behaviors and buying habits.

2. Social Platforms: The explosion of social technology has given rise to a number of social media platforms for attracting and engaging new customers, a vital step in getting a customer into the sales funnel. Social media platforms provide opportunities for companies to “shake hands” with customers, engaging them in conversations about products and services for valuable insights that could lead to a sale.

3. Sales Force Automation Systems: Statistics show that businesses without automation spend 71 percent of their time and resources planning and defining business processes. The same holds true for sales organizations. Selling requires a number of tedious, time-consuming, and repetitive tasks, such as scheduling sales appointments, sending follow-up emails, and updating sales opportunities (all of which reduce productivity and profitability).

4. Cloud-based CRM Technology: Customer Relationship Management systems are powerful tools designed to give organizations a holistic view of the customer relationship by integrating marketing, sales, and customer support.
5. **Mobile technology:** The proliferation of mobile devices, such as smartphones and tablets, has changed many aspects of the selling process forever. For customers, the ability to research, evaluate and purchase products and services online using this technology has transformed the buying experience. Marketers and sales teams should take that into account, since research shows 93% of consumers who use their mobile device to research prospective products and services end up making a purchase.

**Question 3**

Discuss any ideal Customer Relationship Management strategies the firm can use. (15 marks)

Option A: Student can use the aspects of Strategic CRM, Analytical CRM and Operational CRM

Option B: Student can use numerous operational strategies such as;

- Customer database and contacts
- Attending to customer queries
- Customer feedback
- Customer support services, call centres,
- Customer loyalty schemes
- Improving customer servicing processes

**Question 4**

Develop a brief **Corporate Profile** for your organisation to use for marketing purposes. (10 marks)

Key points of Corporate profile includes;

Basic company information. Consider the company overview like an introduction for your business.

Ownership and management team.

Company history.
Mission statement.

Product/service and customer.

Future goals.

Start with the elevator pitch.

Stick to the basics.

**Question 5**

Discuss any five (5) limiting factors of an interview when recruiting salespersons. (15 marks)

- **Snap judgement** - first impression is the last impression.
- **Halo effect** - judging basing on a single trait or characteristic.
- **Contrast effect** - judging basing on the previous candidate.
- **Pressure** - top management, investors, politicians and other pressure groups affecting the evaluation decision.
- **Personal biases** - interviewers having some strong beliefs.
- **Emphasis on negative factors** - over emphasis on negative factors and rejecting candidate no matter they have positive factors too.
- **Lack of knowledge** - in some cases interviewers have little or no knowledge on the job

**END OF TUTORIAL FEEDBACK FOR ASSIGNMENT 2**