FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSIGNMENT 1

PRINCIPLES OF SELLING
POS611S
QUESTION 1

A) Companies today seek direct and immediate means of generating consumer response and consumers seek for immediate want satisfaction at the right time and place. Vending machines are some of the means that deliver quick and efficient service to customers. In the same vain, personal selling also increase customer satisfaction and willingness to purchase a product. Compare Personal Selling Verses Vending Machines by giving advantages and disadvantages. (11 Marks)

**Personal Selling**

Personal selling implore face to face presentation of information

Sales people can be able to build relationship with customer

They can be able to listen to the needs of the customers and offer them need satisfying product.
Salespeople can be able to cross sell other products, develop customer database with specifications and send them email reminder about product availability

Sale people can persuade customers to buy, by getting the customers signature on the order form. Personal selling can cover only limited number of customers. It can be expensive as training will be required. It takes time to gain experience to be a successful sales person.

**Vending Machine.**

Vending machine can be in different demarcated areas targeting large market share. They are cost effective, convenience for consumers and customers can purchase the product at any time of the day. They are movable, they can be moved from one place to another. Vending machine can disadvantage consumers once it breaks down. Technicians will be required to go inspect and fix the machine. Only limited goods can be packed and purchased. Customers will not have wider choice of products selection. Vending Machine cannot be used as a tool to build customer relationship.

B) Company policies and practices can have a major impact on the ethical conduct of salespeople. Many employees do not have well developed moral sensitivity and therefore need the guidance of
ethical policies. Find a company of your choice and interview a sales manager about policies that are available to guide sales people against gifts and entertainment. (15 Marks)

(please insert the contact details for the person that was interviewed)

Ethical standards tend to filter down from top management to employees. Employees look to company leader for guidance. Many organizations have developed policies to guide sales people against illegal demands for bribes, kickbacks or special fees. Your task was to identify one company with policies that guide sales people against gifts and entertainment.

E.g. Some organizations allow sales people to accept gifts with minimum value of N$500.00 but require such gifts to be recorded in a gift registry book. Other organizations accept only promotional items. Others do not approve salespeople to receive any gifts at all. Every company has its own policy that protect the interest of the organization and its employees.

C) How would a salesperson working in a furniture store build a relationship strategy for working with customers, management personnel, secondary decision makers and company staff? (10 Marks)

Relationship strategies focus on four key groups

I. Customers = a salesperson working in a furniture store can establish working relationship with customers in which mutual support, trust and goals are nurtured over time. A sales person who maintain contact with customers and develop sound relationships based on mutual trust can be able to drive sales, receive more referral and retain more customer base.

II. Secondary decision Makers = Sale people must understand the important of building relationships with people who work with customers. Secondary decision makers can be receptionist, secretary, personal assistant. These people can facilitate meetings with the prospect or stand in on behalf of the primary decision makers. Therefore, it is imperial to build relationship with these people as a decision to buy new office furniture may be made by a team which include a buyer, chief financial officer, facilities manager and a person who will actually use the furniture.
III. Company support staff = Maintaining relationships internally is a vital aspect of selling. Support staff may include persons working in the area of need analysis demonstration market research, product service, credit, training, influencing these people to change their priorities interrupt their schedules accept new responsibilities or fulfill any other request for special attentions a major par of the salesperson job

IV. Management personnel = sales people usually work under the direct supervision of a sales manager. Sometimes a sales manager can accompany the sales person on product presentation.

D) Select two contrasting print advertisements from a magazine and analyze them on basis of perception and consumer buying motives. Also give recommendations on how to improve the adverts. (14 Marks)

(you are required to Insert your print advertisement in your booklet.)

Perception is a process where individuals selects, organise and interpret stimuli in to a meaningful picture. It is also how we see the world around us where every customer perceives products on an individual basis.

You were asked to analyse your two-print advert on bases of perception. Your analyses should have been on bases of message delivery to customers, whether the advert catches the consumers attention, the wordings, Brands, colour coded, product design, feminine in case of perfumes and picture background. These are few elements that consumers look out for in an advert. Clear recommendation where expected on how to improve the adverts.

E.g. Giving clear names that can be easily remembered, recognized and pronounced by consumers. Positioning the product in the mind of the consumer either by product benefits or brand name.

Successful marketers advertise their products in a way that their product will be perceived quickly, remembered and have a competitive advantage.
TOTAL MARKS FOR ASSIGNMENT 01: (50 Marks)

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