

TU-91.2031/23E52000 Sales Management

Exam, 13.05.2009

1. Define shortly the following concepts :

- a) Sales channel
- b) Solution-centric company
- c) Sales budget
- d) Team selling

*Please answer only **four** of the following five essay questions. In questions two and three you may answer either question A or question B, not both!*

2. Choose **either** A or B

- A)** According to the book Marketing Spirit there are five industries that especially have problems regarding marketing spirit. Identify four of these industries and justify why these industries are experiencing problems with marketing spirit.
- B)** Identify and explain the stages of the sales force evaluation process according to the book Selling and Sales Management.

3. Choose **either** A or B

- A)** The book Marketing Spirit identifies eight useful but many times neglected principles that drive marketing spirit. Describe six of these and reflect with examples on how these principles manifest in companies?
- B)** You are the CEO of a small company importing high-quality wooden furniture to Finland. Describe the four levels of the sales pyramid as presented by Petri Parvinen and identify the key items and decisions related to each level in the start-up phase. How does the sales pyramid change as the company grows?

4. Define what key account management means and illustrate with examples how it differs from transactional selling.

5. Identify the four basic ways to organize the sales force according to the book Selling and Sales Management. In addition, describe their strengths and weaknesses.

6. By using examples, describe the differences between Key Account Selling and Strategic Account Management as presented by Tom Lindholm (Vectia)?