



# higher education & training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA

**N1320(E)(J11)H  
JUNE EXAMINATION  
NATIONAL CERTIFICATE  
SALES MANAGEMENT N5**

**(4090325)**

**11 June 2014 (X-Paper)  
09:00–09:30**

**CLOSE-BOOK EXAMINATION**

**This question paper consists of 7 pages.**

# Sales Management N5 Exam November 2014

**Analene Roelofse, Daniel Cornelius Van  
der Vyver**



## **Sales Management N5 Exam November 2014:**

**Bell & Howell's Newspaper Index to the Chicago Tribune** Bell & Howell Co. Newspaper Indexing Center, Bell & Howell Co. Indexing Center, 1979      *Reference Book Review Index, 1973-1975* M. Balachandran, 1980      **Sales Management N5 SB N Horn**, 2015      **Sales Management** Michael Klerck, Mike Klerck, 1998      *Sales Management* Analene Roelofse, Daniel Cornelius Van der Vyver, 2000      *N5 Sales Management*, 2018      **Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance** Jason Jordan, Michelle Vazzana, 2011-10-14

Boost sales results by zeroing in on the metrics that matter most Sales may be an art but sales management is a science Cracking the Sales Management Code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success Arthur Dorfman National Vice President SAP Cracking the Sales Management Code is a must read for anyone who wants to bring his or her sales management team into the 21st century Mike Nathe Senior Vice President Essilor Laboratories of America The authors correctly assert that the proliferation of management reporting has created a false sense of control for sales executives Real control is derived from clear direction to the field and this book tells how to do that in an easy to understand actionable manner Michael R Jenkins Signature Client Vice President AT T Global Enterprise Solutions There are things that can be managed in a sales force and there are things that cannot Too often sales management doesn't see the difference This book is invaluable because it reveals the manageable activities that actually drive sales results John Davis Vice President St Jude Medical Cracking the Sales Management Code is one of the most important resources available on effective sales management It should be required reading for every sales leader Bob Kelly Chairman The Sales Management Association A must read for managers who want to have a greater impact on sales force performance James Lattin Robert A Magowan Professor of Marketing Graduate School of Business Stanford University This book offers a solution to close the gap between sales processes and business results It shows a new way to think critically about the strategies and tactics necessary to move a sales team from good to great Anita Abjornson Sales Management Effectiveness Abbott Laboratories About the Book There are literally thousands of books on selling coaching and leadership but what about the particulars of managing a sales force Where are the frameworks metrics and best practices to help you succeed Based on extensive research into how world class companies measure and manage their sales forces Cracking the Sales Management Code is the first operating manual for sales management In it you will discover The five critical processes that drive sales performance How to choose the right processes for your own team The three levels of sales metrics you must collect Which metrics you can manage and which ones you can't How to prioritize conflicting sales objectives How to align seller activities with business results How to use CRM to improve the impact of coaching As Neil Rackham writes in the foreword There's an acute shortage of good books on the specifics of sales management Cracking the Sales Management Code is about the practical specifics of sales management in the new era and it fills a void Cracking the

Sales Management Code fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don't. It will change the way you manage your sellers from day to day as well as the results you get from year to year.

**Sales Management - 3ed** Jeff Tanner, Bob Erffmeyer, Robert Erffmeyer, Early Honeycutt, Andrea Dixon, Emily Tanner, Lenita Davis, 2021-10. The emphasis of this textbook is on how sales management gets done. You will find contemporary materials in the content and application exercises such as in the end of chapter questions, role plays, caselets, and cases. We developed the instructor materials in such a way that they facilitate how instructors teach the content using various modes: e.g. face to face, online, or hybrid models. To reflect the textbook's new organization, we provided an overview of the sales function and the role it plays in a firm's overall strategy and discuss industry priorities: e.g. lead generation and cross selling. We expanded our content related to B2B sales and discuss the different roles salespeople play within those channels. In addition to introducing traditional leadership approaches, we refocused Chapter 2 on leadership development early in one's career and introduced the emergent leadership approach.

**Sales Management** Tanner, 2009-09

**Sales Management** Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr, Michael R. Williams, 2024-01-22. This 11th edition of Sales Management continues the tradition of blending the most recent sales management research with the real-life best practices of leading sales organizations and sales professionals. Reflecting today's emphasis on analytics and customer experience (CX), this edition focuses on the importance of employing different data-based selling strategies for different customer groups as well as integrating corporate business marketing and sales level strategies and plans. Sales Management includes coverage of the current trends and issues in sales management along with real-world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions. The new 11th edition includes:

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**Sales Management**, 2018

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Martin Nijssen, 1995      *Take-charge Sales Management* Mack Hanan, 1987

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