

SECTION A - COMPULSORY

CASE STUDY

Progressive Bank Limited is a new Bank that was set up a year ago. The bank has a permanent staff strength of 200 workers. The Bank is based in Accra and has opened four branches in Accra, Tema, Kumasi and Takoradi. The Bank's target market are retail, SMEs and corporate customers. There is increased competition in the banking industry in Ghana.

The products and services the Bank offers to the market include savings account, current account, Trust accounts, fixed or time deposits, call deposits, ATMs, online banking services, SMS services, term loans, SME loans, personal loans, overdrafts, bid bond/bid security, performance bond/performance guarantee, advance mobilization guarantee, trade credits, money transfers, cash management services, utility payment services and bancassurance.

The bank has a business development department that consists of a Business Development manager and ten Business Development officers with the major responsibility of continuous prospecting and winning of new customers and businesses with the objective of mobilizing deposits and growing the overdrafts/loans of the Bank. Their responsibility is also for the provision of requisite services to corporate customers and high net worth individuals. The Head of Business Development has set a realistic target for the Business Development officers, but the targets are not being met. Customer Inquiries generated are high, but the conversion from sales calls to accounts opening and growth in deposits and loans/overdrafts are low, one in ten.

Required:

QUESTION ONE - COMPULSORY

As the Head of Business Development, you report to the Deputy Managing Director, Operations. The Deputy Managing Director, upon receiving briefings on the performances of the Business Development officers wants to see improvements in deposits, loans/overdrafts performance of the bank, and has asked you to write a memo to him explaining:

i. Possible reasons for customer objections during planned sales presentations, and effective ways of handling and overcoming such objections?

(20 marks)

ii. How to effectively close sales during the selling processes to ensure new accounts opening and increase in deposits and growth in loans/overdrafts.

(20 marks)

SECTION B - ANSWER THREE (3) QUESTIONS ONLY FROM THIS SECTION

QUESTION ONE

Training of sales personnel is key in achieving any organisational sales objective. As the Sales Manager of your organisation, you have been asked by your head of human resources to send him a memo explaining five key elements to make sales training effective.

(20 marks)

QUESTION TWO

As a sales manager who has proposed to use direct mail as a tactical tool to increase sales, you have been asked by management to submit a paper on **Six (6)** considerations a company should consider when deciding whether or not to invest more of the promotional budget into the medium of direct mail?

(20 marks)

QUESTION THREE

You work in an organisation that sells in organisational/business markets (B2B). In your role as a sales manager of your organisation, your Managing Director has asked you to produce a report describing, with the aid of a diagram, specific stages that organisations go through in purchasing a product or service.

(20 marks)

QUESTION FOUR

As a sales manager responsible for a territory whose salesforce are underperforming despite being given realistic targets. You have been asked by the Director of Sales and Marketing to write a report outlining **Six (6)** steps you would take to ensure that the salespeople within your territory reach their maximum potential.

(20 marks)

QUESTION FIVE

According to research, the number one reason for business and economic failure is lack of sales, the number one reason for business and economic success is abundant sales. As the Sales Manager for an organisation of your choice, discuss the role of salespeople and how critical the sales role is to the success of the business.

(20 marks)