



**The Managing & Marketing Sales
Association
Examination Board**

SYLLABUS

STANDARD DIPLOMA IN SALESMANSHIP

INTRODUCTION

Effective negotiations are the result of putting into practice the skills of Selling which require an ability to communicate and an understanding of human behaviour. Selling can take many forms, whether it is searching out potential customers and meeting them face-to-face, servicing a potential customer or contacting by telephone.

The **MAMSA Standard Diploma in Salesmanship** is the professional qualification which ensures a complete study is made of all the essential elements for effective selling.

This Syllabus has been designed through advice from efficient business enterprises, from educational centres and through the Consultancy Projects operated by MAMSA.

MAMSA believes in offering qualifications which will assist in furthering career opportunities and in providing a quality of professionalism recognised by Companies and by Government Departments, both in the UK and Overseas.

MAMSA is an international Association with members and training organisations working to further, on a daily basis, its mission statement:

“The creation of opportunity for the development of knowledge from which positive, effective and practical application will strengthen the role of individuals and business enterprises internationally.”

The Executive Council

Examination Results:- Candidates results will be sent from MAMSA Head Office in August and January. The Examination Council is forbidden to enter into communication concerning a candidate's results. The Council's decision is final.

Where candidates have passed both Examinations the Result and Diploma will be forwarded together.

Non-attendance:-In the case of illness, the provision of a Doctor's Certificate will be accepted and the fees transferred to the next Examination Session. A special request for transfer will incur an administration charge. Fees cannot be transferred if a candidate just does not attend an Examination Session.

STANDARD DIPLOMA IN SALESMANSHIP

EXAMINATION "A"

GENERAL

COMMUNICATIONS ~ Overview

Communications take many forms during the process of selling and require the study of the **purpose**, the **content**, the **timing** and **to whom** a statement or message is being made or sent: interferences which can take place before and during it being received and being understood and acted upon by the receiver. The use of clear and precise words and phrases, especially the written word and an appreciation of their use to create action leading to the completion of a sale. An ability to analyse and précis conversations and messages using the technique of '*what, why, when, where and whose assistance can be sought*'. Preparing and using statements which create interest and using open-ended questions to gain information. Formal and informal formats applied to letters, memoranda, reports and facsimiles. The effective use of the telephone. Understanding and acting on visible, facial and body language, communication during face-to-face meetings.

SALESMANSHIP ~ Overview

The roles that selling takes in a business enterprise. An appreciation of the personal qualities required to meet the needs when selling to a variety of outlets and to sell specialised products/services. Understanding the buying process - the difference between *wants* and *needs*. Analysing the motives which create a purchase. Rational and irrational motives. The selling operation by creating a sales opportunity through prospecting, obtaining *leads*, visual observation and by using records (company computer data). Identifying a potential customer. Selling techniques - the various sequences which make up a technique and how they are used to assist numerous and varied situations and types of customers. Planning a *territory* to gain maximum coverage at minimum cost and use of time.

SYLLABUS CONTENT EXAMINATION “A”

COMMUNICATIONS

Communicating by the spoken and written word. Analysing the contents of the spoken and written word. The message cycle - interference and misunderstandings. Words and phrases to gain attention and for action to take place. Communicating to gain positive acceptance to first approach. Format and layout of written communication to meet a desired objective and gain the satisfaction of the receiver. The importance of using the correct address and ending to a communication, letter, memoranda, facsimile. Reports, preparation - the content and summary. Communicating by telephone to confirm appointments, give messages, clarify situations, to gain information and to make first approach to a prospect. Unspoken communication. Visual signs given by eyes, hands and body stances.

SALESMANSHIP

Selling as a key function of a business/organisation. Human attributes as part of the role of selling. Prospecting and the potential customer. Using types of information to create a sales situation. Buyer's motives - rational and irrational. Impulse purchasing. Time, place and opportunity - their importance in selling. The selling process and presentation. Sales techniques - types and their use. Avoidance of objections - their causes. Methods of converting to seller's advantage. The false objection. Adapting techniques for effective use to meet situations and specialised products/services. The total market and competition. Planning and organising territory. Effective use of time.

STANDARD DIPLOMA IN SALESMANSHIP

EXAMINATION “B”

GENERAL

ORGANISATIONS & BUSINESSES ~ Overview

An appreciation of the types of products/services produced and the types of customers they sell to; as an example of a *service industry* - the tourist trade ~ what does it involve, why is it of benefit to an economy and who buys? In the case of *products*, there can be an involvement in the manufacturing process, transportation and warehousing. A knowledge is required of the forms of transport and the systems of warehousing. Retailing takes many forms, from hypermarkets to individual shops offering a wide range of wares and products plus services to the end consumers. There are also middle-men between the producer and the end consumer. Service-providers cover a wide range of activities including banking, insurance, factoring and consultancies; a knowledge of the types of services they provide and their application in a selling situation. Mail Order, telephone selling and direct response advertising are specialised industries. An understanding and purposes of Societies, Charities and Government and Local Authorities.

MARKET DISTRIBUTION ~ Overview

To understand the *market* a knowledge is required of the laws governing supply and demand. The meaning of the perfect and imperfect market related to competition and monopoly. How the

functions of marketing are related to creating and satisfying demand. The differing influences of home and international needs on marketing and sales strategy. To study the factors of social, economic and technology and their effect on the market. The segmentation of the population which has a bearing on the type and method of sales approach. The duties of agents and distributors, their authorities and responsibilities. The sales and market approach at home and overseas, related to customs, cultures, language and monetary systems. How the operations of marketing utilise information supplied by sales. The recording and documentation of market information.

SYLLABUS CONTENT EXAMINATION "B"

ORGANISATIONS & BUSINESSES

Industries, types and purposes covering raw materials, manufacture, production. Service industries - banking, insurance, factoring and consultancies. Government and local services - legislation and controls. National and local education and training organisations. Specialised organisations - building societies, charities, co-operatives and marketing boards. Retail industries - hypermarkets, supermarkets, discount stores and independents. Direct selling - catalogues and mail order. Wholesaler - middleman. The public and private company, the partnership and sole trader.

MARKET DISTRIBUTION

Laws governing supply and demand. Perfect and imperfect markets. Competition - private enterprise and monopoly. The role of the marketing functions and facets. The marketing mix and the sales operation. Creating and satisfying demand. International sales - direct and through agents/distributors. Cultures, language and monetary factors. Social and monetary scales in market segmentation. Primary uses of technology for sales and marketing. Recording and retrieving information (data). Role of agents and distributors - authorities/responsibilities.

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