



## Cover Sheet for Written Examinations

(Can also be used in the examinations box.)

This sheet should always be submitted.

NB Any loose sheets must always be attached to the examination script

School Linneaus University		
Written examination in sub-component course 1FE170 Sales written exam, 4,5 hp		Examination code 1504
Course / degree programme ISM		
Date 2017-10-05	Time 09.00-13.00	Place CIL
Total number of pages submitted 7 inkl. this one	Examination aids permitted Dictionary provided by the examinationsupervisor.	
Miscellaneous		
Teacher responsible for examination Tomas Nilsson, Michael Råberg		Visited examination hall <input type="checkbox"/> Yes Time <input checked="" type="checkbox"/> No
Can be reached on the following telephone number  Time		

Examination coversheet <input type="checkbox"/> Yes, coversheet can be distributed (answers should be written on the loose pieces of paper) <input type="checkbox"/> No, coversheet cannot be distributed (answers should be written on the question sheet)
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NB Name and Swedish civic registration number should be written in ink

Examinee's code		Examinee's number of seat
Programme / course		
No. of credits	Grade	Teacher code

### Instructions

Examination scripts can be handed in at the earliest after 50 minutes after the start of the examination (any late examinees are thereby given the opportunity to participate). Examinees should always bring ID with them.

ID shown <input type="checkbox"/> Yes <input type="checkbox"/> No	Examination script submitted at (time)	Signature of invigilator
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1FE170 Sales

## First written exam

- 1) **When discussing the closing of sales calls Rackham makes a difference between simple sales and larger sales. In this respect, how does Rackham define success and failure in simple sales and larger sales? (10 points)**

**2) Explain Rackham's idea of *account entry strategy*. (10 points)**

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- 3) What is the difference between “hard differentiators” and “soft differentiators”? (10 points)

- 4) Explain the meaning of “problem questions”. When should we use them? What are the risks involved when using them? (10 points)

- 5) **Which of the “transformative factors”, according to Moncrief and Marshall, do you think have had the greatest impact on the selling process? (12 points)**

Your answer should be theoretically informed, argumentative (present claims and valid arguments), substantial (at least 1,5 pages) and well organized. You may also use relevant examples in your reasoning.

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