



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

SYLLABUS

INTERMEDIATE DIPLOMA IN SELLING & INTERMEDIATE DIPLOMA IN SELLING (RETAIL)

FORWARD

Effective Presentations and 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 Intermediate Diploma in Selling and the **Intermediate Diploma in Selling (Retail)** are the professional qualifications which ensure a complete study is made of all the essential elements for effective selling.

These Syllabuses have 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

DIPLOMA STRUCTURES

These Syllabuses cover **two** Diplomas each comprising of one Examination of 2 ½ hour duration. The Candidate can enter for **either** The Intermediate Diploma in Selling **or** The Intermediate Diploma in Selling (Retail).

As can be seen from the Syllabus contents, the Intermediate Diploma in Selling is designed for the salesperson who travels to meet customers. The Intermediate Diploma in Selling (Retail) focuses on the factors involved when customers travel to a location to make purchases.

These Diplomas are part of a sequence of qualifications consisting of:

The Standard Diploma in Selling
The Certificate in Sales Marketing
The Higher Diploma in Marketing
The Advanced Diploma in Sales Management

EXAMINATION PROCESS

All candidates wishing to enter for the MAMSA Examinations are required to pay Examination Fees on the form provided.

Each Diploma consists of one Examination and will emphasise the importance of the applicant being able to demonstrate a practical application to a problem, situation or theoretical statement.

Centres for Examinations are international with the main dates being May and November of each year. Applications must be made in February and September respectively. Special sessions are arranged at the request of Tuition Centres and Company Training Units.

On successful completion of either of these Diploma entry is available to the **Standard Diploma in Salesmanship**. A candidate whose result shows a Pass standard or above will be automatically exempt from Paper "A" of the Standard Diploma.

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.

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.

INTERMEDIATE DIPLOMA IN SELLING

SYLLABUS

Subject	Contents
Communication	Points of grammar, Vocabulary ~ composition, essay, précis and summary
Numeracy	The use of figures for calculating items, totals, fractions and percentages
The purpose of selling	The position of selling within industry, commerce and trade ~ the role of selling in the market-oriented economy ~ the company and the self-employed salesperson ~ the functions of the salesperson
People and selling	The salesperson – his/her job profile and specifications ~ the customer profile and buying motives ~ understanding and using communication factors ~ customer purchasing, either by direct sales or indirectly, through intermediary outlets
The selling system	The application of sales techniques and sequences ~ forecasting and defining of objectives and targets ~ creating customers by prospecting
Planning to sell	Organisation of time ~ organisation of territory ~ researching information ~ arranging and preparing for sales interviews
Identifying needs, objections and sales	Customer requirements analysis ~ product value analysis and “benefit” selling ~ understanding and preventing sales objections, excuses and price resistance ~ techniques of closing sales
The order – its supply and recording	The customer’s understanding of the order ~ company methods of delivery and distribution ~ invoicing ~ recording customer information and orders
Continuous selling	Utilizing company technical & administrative facilities ~ incentives, discounts, credits, interest charges ~ planned appointments to stimulate interest ~ reporting and complaints procedure

INTERMEDIATE DIPLOMA IN SELLING (RETAIL)

SYLLABUS

Subject	Contents
<i>Servicing the Customer</i>	The importance of the customer ~ attracting customers to point of sale ~ customers visual reactions ~ communicating with the customer ~ customer reaction to senses of sight, sound, touch (taste, smell) ~ mental preparation to meet the customer
<i>People & Selling</i>	The salesperson – job profile & specification ~ customer profile – wants, needs & buying motives ~ customer advice, returns & complaints ~ appreciation of good communication – vocal, visual & in writing ~ using & answering the telephone/switchboard, reception
<i>Planned Sales Approach</i>	The selling sequence ~ the meaning of sales techniques ~ making the correct contact – identifying customer ~ identifying customer needs ~ relating needs to available product/service & benefits ~ holding interest by utilizing the senses (sight, sound, touch) ~ closing the sale ~ related sales – combining associated products/services ~ creating goodwill for future sales ~ after sales service – delivery – maintenance ~ the customer with a complaint.
<i>The Law & Selling</i>	Retail outlets responsibilities to customer & employee – Contract of Employment – staff organizations ~ Salesperson’s responsibilities – misrepresentation, dealing with complaints, meaning of Agreements ~ Health & Safety at work
<i>Numeracy</i>	Basic skills of calculations – addition, subtraction, multiplication, division & percentages

Subjects continued overleaf.....

Subject	Contents
<i>Monetary Transactions & Administration</i>	Cash transactions – mental, mechanical & electronic ~ operating processes of tills & checkouts ~ the principles of pricing systems applied to items & displays ~ the meaning & methods of stock control ~ an appreciation of the banking system & payments ~ a detailed knowledge of accepting and checking cheques, credit cards, bank cards ~ the calculations involved in hire purchase & finance agreements
<i>The Retail Industry</i>	Self-service & self selection [Hyper-markets, supermarkets & stores, cash & carry, discount stores, small shop & self service, garage forecourts, self-service refreshment areas] ~ Customer service by sales staff [Department stores, multiple & chain stores, individual shops, car sales forecourts] ~ other outlets [markets, mobile shops, automatic vending, door-to-door selling, party selling, club trading, franchising] ~ other sources of consumer products [mail order]
<i>Service Outlets</i>	Building Societies, Banks, Estate Agents, Insurance Agents, Travel Agents
<i>Organisation & Structures</i>	Principle types of company & business structures ~ lines of communication & authority, e.g. company directors, management & supervisory (heads of departments, buyers, advertising) ~ the sole trader ~ principles & practices of sales administration
<i>Merchandising & Promotion</i>	Planned layout for sales area – customer flow ~ display area – visual attraction ~ selling area – customer convenience ~ administrative area – completing the sale ~ pure merchandising ~ types of display, promotions & incentives ~ impulse buying
<i>Security & Pilferage</i>	Systems for security ~ Methods for prevention of theft ~ rights of retailers & the individual

MAMSA PROFESSIONAL QUALIFICATIONS

**DIPLOMA IN MARKETING STRATEGY MANAGEMENT
CERTIFICATE IN MARKETING STRATEGY**

ADVANCED DIPLOMA IN SALES MANAGEMENT

**HIGHER DIPLOMA IN MARKETING
CERTIFICATE IN SALES MARKETING**

**STANDARD DIPLOMA IN SALESMANSHIP
INTERMEDIATE DIPLOMA IN SELLING**

**DIPLOMA IN SUPERVISORY SKILLS
CERTIFICATE IN QUALITY SERVICES**

THE MAMSA ORGANISATION

The Managing & Marketing Association is a professional organisation for students and practitioners of Business Practices, Management, Marketing and Selling and Customer Service.

Membership is open to men and women throughout the world who are studying or engaged in the profession and those aspiring towards a career in these fields.

The aims of MAMSA are:-

1. To provide a communication centre for the dissemination of knowledge and education within its sphere of operation.
2. To provide professional qualifications by the medium of examinations.
3. To strive to maintain and improve standards of professional practice.

The MAMSA Examination Board is entirely responsible for the policy and the quality of its Diploma examinations, thereby establishing its main objective of guaranteeing professional standards.

**The Managing & Marketing Sales Association
P O Box 11
Sandbach
Cheshire
CW11 3GE
England**

**Tel/Fax +44 (0)1270 526 339
e-mail: info@mamsasbp.org.uk**