1. List three (3) functions of the Sales Office​

Maintenance of sales records

Stock control

Liaising with other departments

Customer follow-up

Calculations of commissions and discounts

1. State why the sales office must liaise with the following departments:​

**Purchasing** - Sales trends should influence the purchase of raw materials and goods for resale. Purchasing should know about any promotional events.

**Human Resource**​ - HR will help recruit new staff and temporary salespeople during busy seasons.​​

**Customer Service**​ -Customer services must pass on customer feedback that could affect future sales​

1. What is the purpose of the following records used in the sales office –

Customer database with customer names, contact details and previous purchase record​ - Easy to contact customers, reward loyalty, send out promotional material to retain interest​

A list of sales analysed by store/branch, salesperson or sales representative​ - Enables comparisons to be made, encourages competition, strategies for success can be shared among employees​

Reports from representatives about calls they have made and the outcome​ - Provide useful information on customers e.g. like/dislikes and future needs ​

1. Your friend is applying for a job as a sales clerk in a large office.  Outline four (4) duties that she may have to undertake in this role.​
* Maintaining sales records, answering the telephone, assisting callers, liaising with other departments, preparing sales documents, filing sales records or maintain mailing lists.