

Question 1

Which of the following would most likely help Shane close a sale with the church representative?

- A) considering the value proposition from the prospect's point of view
- B) focusing on every benefit and feature of rail car advertising
- C) negotiating tough points during the close
- D) mentioning additional fees during the close
- E) asking for the order only one time

Answer: <https://biology-forums.com/index.php?topic=453017>

Question 2

List and describe the three parts of the Product Solutions Selling Model.

Answer: <https://biology-forums.com/index.php?topic=452049>

Question 3

Using the pronouns "you" and "your" in a sales letter:

- A) assumes the customer will definitely buy
- B) conveys an informal tone
- C) keeps the focus on the customer
- D) should be avoided if possible
- E) follows standard business letter format

Answer: <https://biology-forums.com/index.php?topic=451878>

Question 4

Sound time management techniques can pave the way to greater sales productivity. List and discuss four time-saving techniques used by time-conscious people in all walks of life.

Answer: <https://biology-forums.com/index.php?topic=453262>

Question 5

Since Jameson has to coordinate airline flights, rental car information, prospect addresses, contact information and appointment times, and emails and voicemails from current clients, all while in transit, he would most likely benefit from a(n):

- A) assistant
- B) laptop
- C) Rolodex
- D) smartphone
- E) atlas

Answer: <https://biology-forums.com/index.php?topic=453280>

Question 6

Which of the following is a confirmation question Jeff can ask the merchandising manager?

- A) If I understand you, knowing only the song playing when the customer reaches the register doesn't take into account patterns of shopping, purchasing triggers, or waits in a checkout line?
- B) Do you have point-of-purchase software that allows you to track time and amount of purchase?
- C) How does your current music provider track the correlation between songs and purchases?
- D) Would it help you to be able to track songs as customers browse and shop, as well as tracking mixes that lead to the actual purchase?
- E) Does knowing the song playing at the moment the customer gets to the register give you the information you really need to create an effective mix?

Answer: <https://biology-forums.com/index.php?topic=452612>

Question 7

Rosalinda Goldstein, a sales manager, is rated very low in the quality described as "structure." What steps should she take to incorporate more structure into her leadership style?

Answer: <https://biology-forums.com/index.php?topic=453396>

Question 8

The objectives for the sales presentation are developed after completion of the presentation plan.

True or False?

Answer: <https://biology-forums.com/index.php?topic=452358>

Question 9

_____, not to be confused with telemarketing, includes many of the same elements as traditional sales.

Answer: <https://biology-forums.com/index.php?topic=452453>

Question 10

According to Ted Levitt, author of *The Marketing Imagination*, people buy the:

- A) expectations of the benefits you promised
- B) specific product you offered
- C) promise of a long-term relationship
- D) products that offer a "no hassle" guarantee
- E) image of the product

Answer: <https://biology-forums.com/index.php?topic=453076>

Question 11

The sales manager who treats each member of the sales force as an individual is displaying the dimension of leadership described as "consideration."
True or False?

Answer: <https://biology-forums.com/index.php?topic=453302>

Question 12

When setting professional fees, which of the following should LEAST likely be considered?

- A) professional experience
- B) exclusivity of skills
- C) number of channels
- D) value to clients
- E) target market

Answer: <https://biology-forums.com/index.php?topic=452038>

Question 13

The product selection process is often referred to as "product configuration."

True or False?

Answer: <https://biology-forums.com/index.php?topic=451823>

Question 14

A salesperson should most likely review the benefits of the product before making price concessions to a buyer who engages in _____ tactics.

- A) budget limitation
- B) take-it-or-leave-it
- C) let-us-split-the-difference
- D) "if...then"
- E) "sell low now, make profits later"

Answer: <https://biology-forums.com/index.php?topic=452822>

Question 15

The purpose of the follow-up communication between customer and salesperson is to express thanks for the order and to:

- A) introduce related products
- B) complete the call card form
- C) request referrals for other prospects
- D) determine if the customer is satisfied
- E) ask for full payment from the customer

Answer: <https://biology-forums.com/index.php?topic=453063>

Question 16

Which statement from a prospect is best categorized as a requirement clue?

- A) "I don't understand the purpose of disability insurance."
- B) "When is the first payment due?"
- C) "My entire family will need dental coverage."
- D) "Will this insurance cover hospitalization?"
- E) "I have coverage through my wife's job."

Answer: <https://biology-forums.com/index.php?topic=453002>

Question 17

Shane and the church representative spend time talking about ways to structure the deal to make it possible for the church to buy the ads. Shane offers to discount the ad space if the church pays for the printing costs. This discussion is part of:

- A) an extended close
- B) negotiations
- C) rebuilding rapport
- D) logrolling
- E) partnering

Answer: <https://biology-forums.com/index.php?topic=453023>

Question 18

Which of the following is an activity that would most likely be performed by a customer service representative (CSR)?

- A) processing employee paperwork
- B) delivering supplies to the factory floor
- C) providing telephone support for installation
- D) calling on prospects to sell them the product
- E) reconciling bank statements with accounting records

Answer: <https://biology-forums.com/index.php?topic=451204>

Question 19

Which of the following statements about social class is most likely true?

- A) People in the lower classes purchase items less impulsively than upper class shoppers.
- B) Social scientists agree that there are an unlimited number of social classes.
- C) "New money" people possess inherited wealth, often acquired several generations before.
- D) It is virtually impossible to move from one social class to another.
- E) Social class is determined by a combination of factors such as income, education, occupation, and accumulated wealth.

Answer: <https://biology-forums.com/index.php?topic=452140>

Question 20

For a growing number of customers, short-term savings that result from low prices are more important than long-term value.

True or False?

Answer: <https://biology-forums.com/index.php?topic=451965>