

Question 1

The combination of high dominance and low sociability defines a style known as:

- A) communicative
- B) reflective
- C) supportive
- D) emotive
- E) directive

Answer: <https://biology-forums.com/index.php?topic=451734>

Question 2

Subcultures typically share value systems based on similar life experiences and situations.

True or False?

Answer: <https://biology-forums.com/index.php?topic=452096>

Question 3

One broad strategic area of the Strategic/Consultative Selling Model is:

- A) marketing strategy
- B) research strategy
- C) customer strategy
- D) service strategy
- E) budget strategy

Answer: <https://biology-forums.com/index.php?topic=451335>

Question 4

Sight is considered the most powerful attention-attracting sense; therefore, it is the most important motivating force in every selling situation.

True or False?

Answer: <https://biology-forums.com/index.php?topic=452650>

Question 5

The size of the firm should dictate the scope of the sales training program.

True or False?

Answer: <https://biology-forums.com/index.php?topic=453319>

Question 6

Each year, Aspen and the other sales managers meet with the director of sales to reevaluate the compensation plan for sales representatives. Last year they decided that the current compensation plan was tempting the sales representatives to compete too hard with each other and cross ethical lines. To maintain some healthy competition, provide employees with direct financial security, and encourage the sales representatives to act in the company spirit, a _____ compensation plan would be most appropriate.

- A) straight commission
- B) commission with a guaranteed salary
- C) fixed salary
- D) bonus with a straight commission
- E) straight salary

Answer: <https://biology-forums.com/index.php?topic=453427>

Question 7

After analyzing information gathered from prospects who did not buy from the company, it becomes apparent that prospects felt that the sales representatives did not know about the full line of products they carried or understand their uses. The prospects most likely did not buy because they could not:

- A) ensure that the company's billing process was ethical
- B) understand what their business objectives were
- C) pay the high prices the company was charging
- D) store the chemicals once they were delivered
- E) trust the sales reps to sell them the correct products

Answer: <https://biology-forums.com/index.php?topic=451942>

Question 8

The bundle of facts, opinions, beliefs, and perceptions that you have about yourself are referred to as which of the following?

- A) self-concept
- B) self-love
- C) self-esteem
- D) self-reflection
- E) self-examination

Answer: <https://biology-forums.com/index.php?topic=451598>

Question 9

Which of the following is considered an element of nonverbal communication?

- A) rate of speech
- B) active listening phrases
- C) word choice
- D) e-mail signature
- E) posture

Answer: <https://biology-forums.com/index.php?topic=451604>

Question 10

It is best to begin time conservation by picking one or two of the least wasteful areas and correcting those problems first.

True or False?

Answer: <https://biology-forums.com/index.php?topic=453184>

Question 11

For each person, one of the four styles is usually:

- A) dominant but hidden
- B) dominant and easily detectable
- C) dominant and problematic
- D) recessive and easily detectable
- E) recessive and transitional

Answer: <https://biology-forums.com/index.php?topic=451748>

Question 12

A salesperson's performance evaluation is typically based entirely on qualitative items of measurement because quantitative criteria are viewed as unfair and subjective.

True or False?

Answer: <https://biology-forums.com/index.php?topic=453304>

Question 13

Some top-performing salespeople earn more than their managers. This compensation is most likely made up of:

- A) bonuses only
- B) base salary, commissions, bonuses, and incentives
- C) commissions and charge-backs
- D) bonuses and dividends
- E) IPOs and base salary

Answer: <https://biology-forums.com/index.php?topic=451207>

Question 14

What would be an easy way a company could discourage unethical behaviors by its employees?

- A) Have a zero tolerance policy so anyone suspected of unethical behavior would be immediately terminated.
- B) Require all potential hires to have completed a privately-conducted ethics course before submitting their applications for employment.
- C) Allow employees to unionize so their actions will be dictated by the union.
- D) Change the Employee of the Month program to celebrate the employee with the fewest ethical violations.
- E) Write up their ethical code, refer to it as a company value in the employee handbook and on the website, and ask management to adhere to it strictly to lead by example.

Answer: <https://biology-forums.com/index.php?topic=451535>

Question 15

Trade selling and missionary (detail) sales are both examples of sales:

- A) directly from the manufacturer to the consumer
- B) from the distributor to the consumer
- C) bypassing the manufacturer to the distributor

- D) inside the supply chain but not to the consumer
- E) externally from the consumer to the supplier

Answer: <https://biology-forums.com/index.php?topic=451215>

Question 16

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

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

Question 17

To increase the odds that customers will give referrals, a salesperson should most likely:

- A) build value into the sales process
- B) offer free products or discounts for referrals
- C) motivate buyers through time pressure
- D) provide a rational buying motive
- E) ask sales managers for permission to cut prices

Answer: <https://biology-forums.com/index.php?topic=452275>

Question 18

The CARE model helps salespeople add value to their relationships with customers. True or False?

Answer: <https://biology-forums.com/index.php?topic=451576>

Question 19

A first-time purchase of a product or service by a business-to-business customer is a(n) _____ buy.

Answer: <https://biology-forums.com/index.php?topic=452180>

Question 20

A problem a salesperson could run into with regard to knowing the product extensively is:

- A) relying on written proposals
- B) conducting a thorough presentation
- C) knowing more than the other salespeople
- D) exhibiting a bad attitude at sales meetings
- E) misjudging the customer's product knowledge

Answer: <https://biology-forums.com/index.php?topic=451900>