

Question 1

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 2

One danger of relying too heavily on a technical presentation is:

- A) bringing along heavy equipment
- B) missing the opportunity to create a relationship with the customer
- C) impressing the customer with your technical savvy
- D) failing to convey product knowledge
- E) using unnecessarily expensive devices

Answer: <https://biology-forums.com/index.php?topic=452708>

Question 3

Sociability reflects the amount of control we exert over our emotional expressiveness.
True or False?

Answer: <https://biology-forums.com/index.php?topic=451693>

Question 4

Which of the following is a good way to remember a customer's name?

- A) introduce yourself in return
- B) repeat the name immediately
- C) ask the customer about his or her favorite hobbies
- D) ask if the person enjoys his or her job
- E) relate the name to another customer's name

Answer: <https://biology-forums.com/index.php?topic=451614>

Question 5

Products are born, and then they grow up and become mature. In marketing, this process is known as the _____.

Answer: <https://biology-forums.com/index.php?topic=452042>

Question 6

Accu-Tech, a small company in a tightly-contested market, discovers that sales reps of the firm's main competitor, Compu-World, have been making untrue and unfair oral statements about Accu-Tech products and services. Which term best describes the actions of Compu-World sales reps?

- A) business libel
- B) business slander
- C) product liability
- D) product disparagement
- E) organizational reciprocity

Answer: <https://biology-forums.com/index.php?topic=451529>

Question 7

A customer who takes the social initiative in most cases and expresses feelings openly is displaying characteristics of which of the following styles?

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

Answer: <https://biology-forums.com/index.php?topic=451732>

Question 8

Sharon Wiley is a sales representative employed by a leading producer of pharmaceuticals used in veterinary medicine. Recently she attended a university-sponsored seminar that focused on new research findings in selected areas of veterinary medicine. Ms. Wiley is most likely attempting to develop a:

- A) relationship strategy
- B) customer strategy
- C) service strategy
- D) presentation strategy
- E) product strategy

Answer: <https://biology-forums.com/index.php?topic=451333>

Question 9

The major advantage of a telephone call over written correspondence is that:

- A) it is cheaper
- B) less time is involved
- C) it offers spontaneity
- D) the buyer is a "captive audience"
- E) two-way communication is involved

Answer: <https://biology-forums.com/index.php?topic=453064>

Question 10

A key concept in networking is to:

- A) follow up with every person you make contact with
- B) select who you will follow up with based on their usefulness
- C) send an email to every contact on a regular basis
- D) follow up on all emails with a phone call three days later
- E) offer a business card to select individuals

Answer: <https://biology-forums.com/index.php?topic=452286>

Question 11

Which of the following is the last part of the Consultative Sales Presentation Guide?

- A) selection of the solution
- B) servicing the sale
- C) need satisfaction
- D) need discovery
- E) strategic planning

Answer: <https://biology-forums.com/index.php?topic=452540>

Question 12

When you use the _____ approach, your opening statement should include a direct reference to the third party.

Answer: <https://biology-forums.com/index.php?topic=452451>

Question 13

Cold calling can be an effective technique for reaching:

- A) decision makers
- B) senior executives
- C) potential prospects
- D) buying centers
- E) qualified leads

Answer: <https://biology-forums.com/index.php?topic=452289>

Question 14

Lack of self-confidence prevents some salespeople from asking for the order.

True or False?

Answer: <https://biology-forums.com/index.php?topic=452900>

Question 15

In addition to free events for members only, Alana works with the zookeepers to create paid members-only events, such as marine mammal feeding sessions. This most likely creates which of the following?

- A) greater loyalty of members to the zookeepers
- B) a revenue stream for the zookeepers

- C) a way to make members feel that they are doing something dangerous
- D) bad feelings in members who have already paid the membership fee
- E) increased member prestige plus the chance to upsell to members

Answer: <https://biology-forums.com/index.php?topic=453140>

Question 16

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 17

According to Abraham Maslow, self-fulfillment is achieved through satisfaction of which of the following needs?

- A) esteem
- B) social
- C) safety and security
- D) self-actualization
- E) fullness

Answer: <https://biology-forums.com/index.php?topic=452148>

Question 18

One of the best ways to present benefits is to use a bridge statement.

True or False?

Answer: <https://biology-forums.com/index.php?topic=451845>

Question 19

Which type of sales presentation would most likely occur after a sale to ensure that current customers are aware of a firm's services and additional product offerings?

- A) persuasive
- B) reminder
- C) informative
- D) interactive
- E) canned

Answer: <https://biology-forums.com/index.php?topic=452698>

Question 20

The telephone has proven to be a good method of making appointments, keeping customers informed, and expressing appreciation, but it is an ineffective tool for building customer goodwill.

True or False?

Answer: <https://biology-forums.com/index.php?topic=453178>