

# Professional Selling

## Exam 3

### Summer 2010

Name \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question then transfer answers to a scantron.**

- 1) If the prospect says "no," which of the following should the salesperson avoid?
  - A) Make sure the deal is really dead.
  - B) Review the chain of events.
  - C) Display open disappointment and indicate that you would like to return later and present the proposal a second time.
  - D) Prepare the prospect to evaluate competing products.
  
- 2) Sometimes customer expectations aren't met. When this happens it is referred to as a:
  - A) moment of magic.
  - B) moment of truth.
  - C) moment of misery.
  - D) moment of consequences.
  
- 3) When a customer raises a valid objection that cannot be answered with a denial, the salesperson should consider using any of the following methods, EXCEPT:
  - A) the back-pedal.
  - B) a combination approach.
  - C) questions.
  - D) a demonstration.
  
- 4) According to sales trainers, Arthur R. Bauer and Gerald L. Manning, all of the following are reasons why salespeople fail to ask for the order EXCEPT:
  - A) lack of determination.
  - B) fear of rejection.
  - C) lack of discipline.
  - D) fear of insulting the prospect.
  
- 5) Bradley Wholesale Foods purchased a new computer system for the personnel department. All of the equipment was delivered on time, installed properly, and the employees at Bradley were given effective systems training. The new equipment and the post-sale service surpassed the customer's expectations. The staff at Bradley Wholesale Foods has experienced a(n):
  - A) moment of truth.
  - B) epiphany.
  - C) moment of magic.
  - D) level of service that is typical of all computer service companies.
  
- 6) A sales manager screening applicants for a sales position should be looking for an individual who \_\_\_\_\_.
  - A) has wide acquaintanceship within the sales territory
  - B) is interested in the position and self-motivated
  - C) has probable access to trade secrets
  - D) can bring large accounts with him/her
  
- 7) Test results are most effective as a demonstration tool when:
  - A) they have been presented to the prospect in a spreadsheet or chart.
  - B) they are part of a bound paper presentation.
  - C) they come from a respected independent agency.
  - D) they demonstrate that the product is superior to the competition.

- 8) You have covered the major points of the sales presentation and detected considerable buyer interest, but you feel that the prospect will not be able to put the entire picture together without help. Which type of closing would be most appropriate?
- A) balance sheet close
  - B) management close
  - C) trial close
  - D) summary-of-benefits close
- 9) Paolo Rodrigues is a sales rep employed by Montano Travel Services. He is preparing to demonstrate a very complex computerized reservation system at a meeting with a corporate client. Which of the following guidelines would be most helpful as he conducts the demonstration?
- A) Use a portfolio to organize the key sales goals.
  - B) Be sure the sales demonstration gives the prospect a temporary feeling of ownership.
  - C) Use showmanship to build interest in the new reservation system.
  - D) Offer one idea at a time, and be sure that the customer understands each point before moving on.
- 10) All of the following are tips to keep in mind when designing and using the business card, EXCEPT:
- A) use eye-catching items such as raised letters or company logo.
  - B) print information only on one side of the card.
  - C) the card should feature all current contact information.
  - D) give your cards generously to anyone who might need to contact you later.
- 11) Gary Eberle, owner of Eberle Winery, recognizes that the presentation of a quality wine should reach the prospect through the following senses:
- A) taste, touch and investment value.
  - B) touch, sight and feel.
  - C) hearing, feel and spirit.
  - D) taste, smell, sight and hearing.
- 12) Which of the following guidelines regarding territory management is *most* suitable?
- A) Develop a routing plan that is based on a combination of potential sales volume and geographical considerations.
  - B) Visit only your best customers and ignore those with low potential sales.
  - C) Develop a routing plan that is based solely on potential sales volume.
  - D) Develop a routing plan that is based solely on geographical considerations.
- 13) The two major methods for salespeople to increase their sales volume are by improving selling effectiveness (becoming a more effective salesperson) and \_\_\_\_\_.
- A) dispensing with tedious recordkeeping
  - B) developing a series of personal goals
  - C) spending more time in actual selling situations
  - D) saving time with telephone calls
- 14) The components of the demonstration worksheet form are the features to be demonstrated, proof device to be used, what you will say, and:
- A) when you will show and tell.
  - B) what the customer is likely to say.
  - C) what you or the customer will do.
  - D) when you will involve the prospect.
- 15) According to Ted Levitt, author of *The Marketing Imagination*, people \_\_\_\_\_.
- A) buy the specific product you offer
  - B) buy products that offer a "no hassle" guarantee
  - C) buy the promise of a long-term relationship
  - D) buy the expectations of the benefits you promised

- 16) Michael LeBoeuf, author of *How to Win Customers and Keep Them for Life*, says that a surprising number of yes responses come:
- A) before the salesperson even asks for the order.
  - B) after the salesperson asks for the order twice.
  - C) after the salesperson asks for the order.
  - D) on the fourth or fifth closing attempt.
- 17) If you are familiar with your product as well as your competition's product, this method of negotiating buyer resistance is one of the most convincing ways to overcome buyer skepticism.
- A) trial offer
  - B) demonstration
  - C) indirect denial
  - D) third-party testimony
- 18) Buyers trained in price negotiation use all of the following tactics EXCEPT:
- A) split the difference.
  - B) product compromise.
  - C) budget limitation.
  - D) take it or leave it.
- 19) During the close, attention should be focused on:
- A) introducing the customer to associated products and services.
  - B) the one specific benefit that generates the most excitement.
  - C) a more detailed analysis of customer objections.
  - D) the ceremonial aspect of the presentation.
- 20) Difficulties closing the sale are most likely to arise when:
- A) the customer responds positively to the trial close.
  - B) the salesperson is not strategically prepared for the close.
  - C) the "magic moment" has elapsed before the close has been attempted.
  - D) verbal and nonverbal clues contradict each other.
- 21) Which of the following statements concerning laptop computers is FALSE?
- A) Laptop computers can allow instant order placement.
  - B) Thirty-seven percent of salespeople use laptops to deliver their sales presentations.
  - C) Many of the things needed during a sales presentation can be stored in a laptop.
  - D) Salespeople can customize their presentations through laptop technology.
- 22) According to the authors of *The One-Minute Manager Gets Fit*, the four moderators of stress are autonomy, connectedness, perspective, and \_\_\_\_\_.
- A) physiological tolerance
  - B) tone
  - C) self-discipline
  - D) identification
- 23) The major purpose of a call report is to \_\_\_\_\_.
- A) provide a summary of time spent with each customer
  - B) provide a summary of what happened during the call and an indication of what future action is required
  - C) provide a precise record of purchases by each customer
  - D) record the time and date of all phone calls
- 24) Which of the following is good advice if you want to assess sales force productivity?
- A) Compare a salesperson's current productivity with his or her past productivity.
  - B) Information regarding frequency of sales is helpful only when compared to the profit earned on each account.
  - C) Recognize that assessing sales force productivity is more "art" than "science."
  - D) Recognize that frequency of sales calls is the best indicator of success.

- 25) Which of the following is an acceptable way to cope with the loyalty objection?
- A) Point out how dependence on just one supplier can be risky.
  - B) Encourage the prospect to quit the present supplier.
  - C) Point out, in specific terms, the weak points of the competing product.
  - D) Work on recruiting internal champions to build more support for your message.
- 26) Which of the following is a guiding principle used in establishing a sales routing and scheduling plan?
- A) If your territory is quite large, consider organizing it into two smaller zones.
  - B) Develop a routing plan that gives equal attention to each customer.
  - C) Develop a schedule that best accommodates your personal and professional needs.
  - D) Avoid scheduling tentative calls, which may be distracting.
- 27) Customer complaints can provide the firm with great value. How?
- A) They offer an opportunity to shed bad customers.
  - B) They provide a chance to prove the company is right.
  - C) They can be a source of information that is difficult to obtain by other means.
  - D) Resolving them ties up important resources.
- 28) When your customer says, "I would rather not tie up my money in a large order," the resistance falls into which category?
- A) product
  - B) source
  - C) price
  - D) time
- 29) Some organizations are using ability or aptitude assessment instruments to determine future performance in certain types of sales jobs. Experts in the field of employment testing say \_\_\_\_\_.
- A) test scores can be helpful when used in conjunction with other criteria
  - B) test scores are not helpful
  - C) test scores should not be considered because of possible legal problems
  - D) test scores can be very misleading to the employer, so they should not be used
- 30) Which of the following is an acceptable method of negotiating the price objection?
- A) Make price the focal point of your presentation.
  - B) Apologize for high prices.
  - C) Focus your comments on an individual product feature.
  - D) Explain and demonstrate the difference between price and cost.
- 31) The statement, "We have always wanted to own a travel trailer like this one," is a closing clue that falls into which of the following categories?
- A) recognitions
  - B) questions
  - C) requirements
  - D) none of the above
- 32) Which of the following is NOT a question Mack Hanan, author of *Consultative Selling*, encourages salespeople to ask their clients?
- A) Is your customer still growing because of our products and our expertise?
  - B) Is your company benefiting enough from the partnership?
  - C) How much growth can take place in the future?
  - D) How can your company help me with my sales goals?
- 33) Newly hired salespeople are more likely to become productive staff members if they participate in a job orientation and a(n) \_\_\_\_\_.
- A) introduction to corporate personnel
  - B) a review of company benefits
  - C) training program
  - D) tour of the production facilities

- 34) An effective sales demonstration is the result of both:
- A) showmanship and visual stimulation.
  - B) timeliness and talent.
  - C) confidence and congeniality.
  - D) planning and practice.
- 35) Which of the following is NOT true with respect to negotiations in foreign cultures?
- A) It is a bad idea to become antagonistic during negotiations.
  - B) You should get involved in native business rituals.
  - C) In China, negotiations are less straightforward than in Japan.
  - D) German buyers are likely to look you in the eye.
- 36) If a customer says to a sales representative from Johnson Supply, "I've always purchased my supplies from the Ralston Company," this person is raising an objection to:
- A) source.
  - B) product.
  - C) need.
  - D) time.
- 37) Which of the following characteristics of a sales manager provides evidence of structure?
- A) Policies and procedures are clearly defined.
  - B) Efficient communication is given a high priority.
  - C) Each salesperson is treated as an individual.
  - D) Members of the sales force receive regular recognition.
- 38) Resistance to the product is usually caused by all of the following EXCEPT:
- A) friends or acquaintances did not like the product.
  - B) the present product is satisfactory.
  - C) the product has been given a low rating by the competition.
  - D) the product is not well established.
- 39) The major advantage of a telephone call over written correspondence is that:
- A) two-way communication is involved.
  - B) less time is involved.
  - C) the buyer is a "captive audience."
  - D) it offers spontaneity.
- 40) The *best* way to overcome a sincere need objection by a business prospect is to:
- A) make the price the major selling point of the sales presentation.
  - B) instruct the prospect in comparison shopping.
  - C) prove that your product will help ensure company profits.
  - D) point out the superior qualities of your product compared to others on the market.
- 41) After closing a sale, the salesperson should do all of the following, EXCEPT:
- A) describe the satisfaction that will come from owning the product.
  - B) congratulate the customer on making a wise decision.
  - C) ask for names of new prospects (referrals).
  - D) initiate a general conversation.
- 42) One of the most common forms of buyer resistance and one of the most common excuses is \_\_\_\_\_.
- A) loyalty to another firm
  - B) lack of recognition of need for the product
  - C) personality conflict with the salesperson
  - D) resistance to price
- 43) One of the most effective methods of dealing with stress is to:
- A) maintain an optimistic outlook.
  - B) throw yourself with renewed vigor into your job.
  - C) initiate a crusade to alleviate all sources of stress.
  - D) choose the "fight" or "flight" response.

- 44) A salesperson who says, "If you will sign the order today, I can guarantee delivery within five days," is using which of the following closing methods?  
A) direct appeal                      B) assumption                      C) limited choice                      D) none of the above
- 45) Which of the following is NOT true of doing business in Italy?  
A) Entertaining clients at your home is considered better than doing so in a restaurant.  
B) Most Italian businesspeople are not in a hurry, so patience is important.  
C) Businesspeople tend to be quite formal in terms of introductions and dress.  
D) A nominal gift such as a bottle of wine for the holiday is quite common.
- 46) Mario Cortez is preparing a sales demonstration that will be presented to a buying team made up of health care personnel. It is very important that he:  
A) understands that communication via the spoken word alone is very difficult.  
B) recognizes that printed documents provide the only credible form of proof for the audience.  
C) conducts the demonstration at a hotel or motel.  
D) develops a highly structured demonstration that will save time.
- 47) When prospects participate in a sales demonstration, they:  
A) usually ask more questions.  
B) receive one of the most effective sales demonstrations.  
C) almost always buy the product.  
D) tend to bond with the salesperson.
- 48) If a salesperson was attempting to develop a feeling of ownership in a prospect shopping for a diamond ring, s/he might:  
A) explain the store's installment payment plan for the item.  
B) inform the customer of the gem's clarity.  
C) lay the ring on black velvet to enhance its brilliance.  
D) encourage the customer to try it on.
- 49) When drawing up a daily "to do" list, a salesperson should:  
A) avoid listing more than five items.  
B) refer to the previous day's log for unaccomplished activities.  
C) list activities in priority order of importance.  
D) record approximately twice as many activities as you realistically expect to accomplish.
- 50) All of the following statements regarding audiovisual presentations are true EXCEPT:  
A) Never rely too heavily on "bells and whistles" to sell your products.  
B) Be sure the prospect knows the purpose of the presentation.  
C) Show the entire presentation and then answer questions.  
D) At the conclusion of the presentation, review the key points.
- 51) The Care Trak salesperson successfully sold his product at the nursing home because he:  
A) converted features to benefits.  
B) overcame the prospect's doubts with a demonstration.  
C) covered one idea at a time.  
D) appealed to more than one sense.
- 52) The "feel-felt-found" method is used in conjunction with \_\_\_\_\_.  
A) indirect denial                      B) direct denial                      C) trial offer                      D) superior benefit

- 53) Paolo dos Santos, a sales manager for Paronille Corporation, provides all of his salespeople with scheduled performance appraisals. This behavior indicates that he is attempting to incorporate the dimension of \_\_\_\_\_.
- A) feedback                      B) structure                      C) empowerment                      D) consideration
- 54) A closing call clue can be described as a(n):
- A) indication you should speed up the sales presentation.  
B) indication that the prospect fully understands the merits of your product.  
C) indication that the customer is undecided about the buying decision.  
D) verbal or nonverbal form of feedback from the customer.
- 55) A professional buyer says, "My final offer is \$9,500, take it or leave it." A good way to cope with this type of resistance is to \_\_\_\_\_.
- A) make a counteroffer that is about 10 percent under your first price quote  
B) review the benefits of buying from your company  
C) lower your price, but make sure the sale still results in a profit for your company  
D) confidently review the superior benefits of your product and make another closing attempt
- 56) All of the following are major steps to be followed when using the multiple options close, EXCEPT:
- A) review methods of payment.  
B) cease discussing or showing new products.  
C) configure more than one product solution.  
D) remove products that the prospect does not seem genuinely interested in.
- 57) Quick & Reilly, a financial services company, was able to increase sales by 35 percent by implementing a(n) \_\_\_\_\_ program.
- A) full-line selling                      B) cross selling                      C) customer service                      D) extranet
- 58) The best selling tool is most often:
- A) videocassette recordings.                      B) testimonials of satisfied customers.  
C) a photograph or illustration.                      D) the product.
- 59) Jeremiah knows that it is possible to prepare a sales demonstration that is too structured and so mechanical that the prospect feels like a number. Marketing people refer to this as the \_\_\_\_\_ of the selling-buying process.
- A) depersonalization                      B) personalization  
C) massification                      D) focalization
- 60) Which of the following is an accurate statement regarding the sales presentation?
- A) Appealing to the prospect's senses makes the sales demonstration more powerful.  
B) The location of the sales demonstration is not likely to make a difference.  
C) It is best to communicate all you know about the product to the customer.  
D) Each product feature is of equal importance to the customer.