Chapter 1

*Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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| 1. | Which of the following statements about the importance of salespeople and selling is true?      |  |  | | --- | --- | | A. | Salespeople are responsible for the success of new products, but have little to do with keeping existing products in the marketplace. |  |  |  | | --- | --- | | B. | Salespeople are responsible for keeping existing products in the marketplace, but have little to do with the success of new products. |  |  |  | | --- | --- | | C. | The term selling and marketing should be used interchangeably. |  |  |  | | --- | --- | | D. | Salespeople have a direct impact on the successful operation of most businesses. |  |  |  | | --- | --- | | E. | Only the legal profession generates more revenue in our economy than the selling profession. | |

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| 2. | Which of the following statements about the importance of salespeople and selling is true?      |  |  | | --- | --- | | A. | The efforts of salespeople are not instrumental in keeping existing products on retailers' shelves. |  |  |  | | --- | --- | | B. | Salespeople have no direct impact on the success of new products. |  |  |  | | --- | --- | | C. | No other profession generates less revenue in our economy than the selling profession. |  |  |  | | --- | --- | | D. | Salespeople have an indirect impact on the constructing of manufacturing facilities. |  |  |  | | --- | --- | | E. | The lack of selling capability puts people at a disadvantage. | |

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| 3. | According to the textbook, which of the following terms best describes personal communication of information as a process to persuade a prospective customer to buy something that satisfies his or her needs?      |  |  | | --- | --- | | A. | Marketing |  |  |  | | --- | --- | | B. | Personal Selling |  |  |  | | --- | --- | | C. | Promotion |  |  |  | | --- | --- | | D. | Public relations |  |  |  | | --- | --- | | E. | Advertising | |

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| 4. | As described in the text, which of the following terms does **not** describe the act of selling?      |  |  | | --- | --- | | A. | communicating |  |  |  | | --- | --- | | B. | persuading |  |  |  | | --- | --- | | C. | marketing |  |  |  | | --- | --- | | D. | helping |  |  |  | | --- | --- | | E. | suggesting | |

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| 5. | Which of the following scenarios are classified as selling?      |  |  | | --- | --- | | A. | when you go to an interview with a potential employer |  |  |  | | --- | --- | | B. | when lawyers try to convince clients to sue |  |  |  | | --- | --- | | C. | when a student attempts to convince a professor to change a grade |  |  |  | | --- | --- | | D. | when you ask someone to accompany you on a shopping trip |  |  |  | | --- | --- | | E. | All of the scenarios are correct | |

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| 6. | Which of the following is **not** a reason why a person may choose a sales career?      |  |  | | --- | --- | | A. | the rewards offered by a career in sales |  |  |  | | --- | --- | | B. | the challenge of selling |  |  |  | | --- | --- | | C. | the opportunities for advancement |  |  |  | | --- | --- | | D. | the limited number of jobs available |  |  |  | | --- | --- | | E. | sense of accomplishment | |

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| 7. | Mary is thinking of pursuing a career in sales. Which of the following is most likely a characteristic associated with sales that Mary should value?      |  |  | | --- | --- | | A. | a job that is unchanging and requires a minimal number of skills be mastered |  |  |  | | --- | --- | | B. | the rewards offered by a career in sales |  |  |  | | --- | --- | | C. | the freedom of being self-employed |  |  |  | | --- | --- | | D. | the restricted opportunities for advancement |  |  |  | | --- | --- | | E. | None of the characteristic are correct | |

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| 8. | Which of the following choices describe the sales force of the 21st century as compared to the sales force of earlier years?      |  |  | | --- | --- | | A. | include a lower number of workers |  |  |  | | --- | --- | | B. | contain a higher percentage of men |  |  |  | | --- | --- | | C. | be more ethnically diverse to reflect the demographic of the Canadian market |  |  |  | | --- | --- | | D. | be less productive than what exists today |  |  |  | | --- | --- | | E. | be less well trained than in previous decades | |

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| 9. | Carlos works in the Jewelry department at The Bay. His main duties include; helping you make a purchase decision, entering your order and finalizing payment. Which of the following job titles would best describe Carlos' job at the Bay?      |  |  | | --- | --- | | A. | sales clerk |  |  |  | | --- | --- | | B. | sales engineer |  |  |  | | --- | --- | | C. | order getter |  |  |  | | --- | --- | | D. | service salesperson |  |  |  | | --- | --- | | E. | account representative | |

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| 10. | Aaron is a sales representative for a wholesale office supply company. Which of the following would **not** be part of his job to sell office supplies to?      |  |  | | --- | --- | | A. | a university student |  |  |  | | --- | --- | | B. | the government |  |  |  | | --- | --- | | C. | a public relations agency |  |  |  | | --- | --- | | D. | a physicians' office that needs new file folders |  |  |  | | --- | --- | | E. | a hospital accounting department | |

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| 11. | According to the textbook, which of the following is NOT considered a skill requirement of a salesperson?      |  |  | | --- | --- | | A. | desire to be the top salesperson above all else |  |  |  | | --- | --- | | B. | ability to empathize with customers |  |  |  | | --- | --- | | C. | relationship building skills |  |  |  | | --- | --- | | D. | knowledge of the industry |  |  |  | | --- | --- | | E. | having a service focus | |

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| 12. | Which of the following is true?      |  |  | | --- | --- | | A. | the latest version of CRM software will make sales people obsolete |  |  |  | | --- | --- | | B. | technology will improve the advisory role of salespeople |  |  |  | | --- | --- | | C. | technology, particularly social media, will not impact the effectiveness of sales people |  |  |  | | --- | --- | | D. | Web 2.0 will limit a salesperson's ability to engage customers efficiently and effectively |  |  |  | | --- | --- | | E. | the use of smart phone apps in selling will be limited to direct end users | |

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| 13. | Which of the following is **not** a type of salesperson that you would typically find selling for a manufacturer?      |  |  | | --- | --- | | A. | account representative |  |  |  | | --- | --- | | B. | detail salesperson |  |  |  | | --- | --- | | C. | sales engineer |  |  |  | | --- | --- | | D. | sales clerk |  |  |  | | --- | --- | | E. | industrial products salesperson | |

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| 14. | Jennifer is a saleswoman for a manufacturer of small kitchen appliances. She does not directly solicit orders. Her primary duties involve promotional activities and introducing new products to her employer's customers. She spends much of her time demonstrating appliances at various retail stores and providing product knowledge seminars. Which of the following best describes Jennifer's job title?      |  |  | | --- | --- | | A. | retail salesperson |  |  |  | | --- | --- | | B. | merchandiser |  |  |  | | --- | --- | | C. | sales engineer |  |  |  | | --- | --- | | D. | service salesperson |  |  |  | | --- | --- | | E. | account representative | |

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| 15. | Tom is a salesperson for HPM Industries which sells machines for moulding plastic furniture. HPM has developed a machine that is 50 percent smaller than what is currently on the market and costs 25 percent more. It is Tom's job to show potential customers how the new machine will save them money in the long-run. He must be able to address each customer's needs with technical know-how and an ability to communicate his knowledge. Which of the following best describes Tom's job title?      |  |  | | --- | --- | | A. | retail salesperson |  |  |  | | --- | --- | | B. | detail salesperson |  |  |  | | --- | --- | | C. | technical representative |  |  |  | | --- | --- | | D. | service salesperson |  |  |  | | --- | --- | | E. | account representative | |

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| 16. | Andrea sells drawer pulls, hinges, and other decorative metal pieces used in the manufacture of furniture. The products she sells to furniture makers is nontechnical in nature. Which of the following would best describe Andrea's job?      |  |  | | --- | --- | | A. | account representative |  |  |  | | --- | --- | | B. | sales clerk |  |  |  | | --- | --- | | C. | technical specialist |  |  |  | | --- | --- | | D. | order taker |  |  |  | | --- | --- | | E. | sales representative | |

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| 17. | Markus works at a call centre for Sprint long-distance service. If you want to change your long-distance carrier to Sprint, you can call him on the telephone, and he will sell you Sprint services and offer you a menu of "packages" to meet all your long-distance needs. What term best describes Markus role at Sprint?      |  |  | | --- | --- | | A. | detail salesperson |  |  |  | | --- | --- | | B. | order desk clerk |  |  |  | | --- | --- | | C. | service salesperson |  |  |  | | --- | --- | | D. | wholesale salesperson |  |  |  | | --- | --- | | E. | order getter | |

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| 18. | These salespeople obtain new and repeat business using creative sales strategies and well-executed sales presentations. Which of the following terms best describes this type of salesperson?      |  |  | | --- | --- | | A. | collector |  |  |  | | --- | --- | | B. | taker |  |  |  | | --- | --- | | C. | capture |  |  |  | | --- | --- | | D. | detail |  |  |  | | --- | --- | | E. | getter | |

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| 19. | According to the text, what is the most important thing leading to success in selling and in life?      |  |  | | --- | --- | | A. | persuading prospects that their current product is no longer satisfactory |  |  |  | | --- | --- | | B. | the basic personal characteristic of hard work |  |  |  | | --- | --- | | C. | handling a prospect's questions and objections |  |  |  | | --- | --- | | D. | persuading people that they can afford something they think they cannot |  |  |  | | --- | --- | | E. | dealing with prospects who resent the salesperson coming to see them | |

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| 20. | Relationship Selling refers to the idea that:      |  |  | | --- | --- | | A. | Salespeople are no longer considered adversaries who manipulate people |  |  |  | | --- | --- | | B. | Salespeople want to be partners and problem solvers for their customers |  |  |  | | --- | --- | | C. | A Salesperson's goal is to build a long term relationship with customers. |  |  |  | | --- | --- | | D. | Salespeople seek to benefit their employer, themselves, and their customers |  |  |  | | --- | --- | | E. | All of these choices are correct | |

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| 21. | The salary earned by a beginning sales representative is best characterized as?      |  |  | | --- | --- | | A. | higher than most professional occupations |  |  |  | | --- | --- | | B. | the same as other occupations |  |  |  | | --- | --- | | C. | tied to the level of education you have |  |  |  | | --- | --- | | D. | lower than many occupations but tends to rise rapidly with hard work |  |  |  | | --- | --- | | E. | lower than typical occupations in the hospitality industry | |

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| 22. | Which of the following is typically a foundation for a career in sales management?      |  |  | | --- | --- | | A. | sales trainee or sales clerk |  |  |  | | --- | --- | | B. | salesperson |  |  |  | | --- | --- | | C. | sales representative |  |  |  | | --- | --- | | D. | key account salesperson |  |  |  | | --- | --- | | E. | assistant sales representative | |

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| 23. | In a large firm, a salesperson's career path usually begins in which of the following roles?      |  |  | | --- | --- | | A. | salesperson |  |  |  | | --- | --- | | B. | sales representative |  |  |  | | --- | --- | | C. | key account salesperson |  |  |  | | --- | --- | | D. | customer service representative |  |  |  | | --- | --- | | E. | assistant sales representative | |

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| 24. | Which of the following roles best describes the position of a senior salesperson who oversees the customer relationships within a designated territory?      |  |  | | --- | --- | | A. | regional sales representative |  |  |  | | --- | --- | | B. | detail salesperson |  |  |  | | --- | --- | | C. | sales representative |  |  |  | | --- | --- | | D. | order taker |  |  |  | | --- | --- | | E. | key account salesperson | |

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| 25. | The textbook identifies two general classifications of rewards associated with a sales role. Which of the following pairs' best describes these classifications of rewards?      |  |  | | --- | --- | | A. | financial and nonfinancial |  |  |  | | --- | --- | | B. | psychological and intrinsic |  |  |  | | --- | --- | | C. | pay and indirect benefits |  |  |  | | --- | --- | | D. | physiological and psychological |  |  |  | | --- | --- | | E. | organizational and individual | |

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| 26. | John works as a salesperson for a new car dealership in Vancouver, British Columbia. He has had a fantastic day as he sold 4 new cars. When reflecting back on his day, he was the most pleased with seeing the customers' happy expressions as they drove away from the dealership in shiny new cars. Which of the following best describes this type of reward?      |  |  | | --- | --- | | A. | invaluable reward |  |  |  | | --- | --- | | B. | extrinsic reward |  |  |  | | --- | --- | | C. | intrinsic reward |  |  |  | | --- | --- | | D. | external reward |  |  |  | | --- | --- | | E. | financial reward | |

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| 27. | Usually, the first sales management position to which a salesperson is promoted is?      |  |  | | --- | --- | | A. | senior salesperson |  |  |  | | --- | --- | | B. | district sales manager |  |  |  | | --- | --- | | C. | key sales manager |  |  |  | | --- | --- | | D. | regional sales manager |  |  |  | | --- | --- | | E. | divisional sales manager | |

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| 28. | Which of the following is **not** related to the financial rewards that a salesperson receives?      |  |  | | --- | --- | | A. | travel expenses |  |  |  | | --- | --- | | B. | salary |  |  |  | | --- | --- | | C. | intrinsic income |  |  |  | | --- | --- | | D. | entertainment allowance |  |  |  | | --- | --- | | E. | company car | |

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| 29. | The text suggests several questions you should ask yourself as you decide whether a career in sales is appropriate for you. Which one of the following is NOT one of the questions that you should ask before beginning a career in sales?      |  |  | | --- | --- | | A. | How much freedom do I want in a job? |  |  |  | | --- | --- | | B. | Do I have the personality characteristics for the job? |  |  |  | | --- | --- | | C. | Am I willing to transfer to another city? |  |  |  | | --- | --- | | D. | What are my past accomplishments? |  |  |  | | --- | --- | | E. | How much money do I want to earn? | |

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| 30. | One of your friends at university is considering a sales position with a local telecommunication company. She seeks your advice on this issue. Which one of the following is **not** a question you should ask your friend so she may determine if in fact sales is a good career choice for her?      |  |  | | --- | --- | | A. | How much freedom does she want in a job? |  |  |  | | --- | --- | | B. | Are your university grades high enough? |  |  |  | | --- | --- | | C. | How much travelling is she willing to do? |  |  |  | | --- | --- | | D. | Is she willing to transfer to another province? |  |  |  | | --- | --- | | E. | What are her personal and professional goals? | |

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| 31. | Which of the following is **not** identified by the text as a characteristic of a successful salesperson?      |  |  | | --- | --- | | A. | willingness to work hard |  |  |  | | --- | --- | | B. | love of the job |  |  |  | | --- | --- | | C. | ability to handle paperwork |  |  |  | | --- | --- | | D. | optimistic outlook |  |  |  | | --- | --- | | E. | ability to listen to customers | |

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| 32. | Which of the following is **not** a part of a salesperson's need to achieve?      |  |  | | --- | --- | | A. | believing in your customer |  |  |  | | --- | --- | | B. | a high desire for success |  |  |  | | --- | --- | | C. | a strong work ethic |  |  |  | | --- | --- | | D. | persistence |  |  |  | | --- | --- | | E. | breaking through self-imposed limitations | |

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| 33. | As a part of having an optimistic outlook, a successful salesperson must have which of the following characteristics?      |  |  | | --- | --- | | A. | believe in yourself |  |  |  | | --- | --- | | B. | think of yourself as a success |  |  |  | | --- | --- | | C. | be enthusiastic when helping buyers |  |  |  | | --- | --- | | D. | be positive in your outlook on life and the job |  |  |  | | --- | --- | | E. | All of the choices are correct | |

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| 34. | In order to be thoroughly knowledgeable in all aspects of their business, a successful salesperson should actively pursue knowledge and information on which of the following areas?      |  |  | | --- | --- | | A. | product knowledge |  |  |  | | --- | --- | | B. | general business knowledge |  |  |  | | --- | --- | | C. | up-to-date selling techniques |  |  |  | | --- | --- | | D. | local, provincial, federal, and international news |  |  |  | | --- | --- | | E. | all of the choices are correct | |

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| 35. | Which of the following statements about sales success is true?      |  |  | | --- | --- | | A. | Successful salespeople often can avoid providing service to customers if they present a "nice guy" image. |  |  |  | | --- | --- | | B. | For success in sales, it is more important to speak well than to listen well. |  |  |  | | --- | --- | | C. | A successful salesperson may either be enthusiastic or knowledgeable, these characteristics are perfectly interchangeable. |  |  |  | | --- | --- | | D. | Successful salespeople place a high value on their time. |  |  |  | | --- | --- | | E. | Asking questions and monopolizing the conversation are traits of an effective salesperson. | |

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| 36. | Which of the following best describes how the Pareto principle relates to selling?      |  |  | | --- | --- | | A. | Successful salespeople should listen twice as much as they talk. |  |  |  | | --- | --- | | B. | In any human activity, the biggest results usually arise from a small number of activities. |  |  |  | | --- | --- | | C. | The mind is like a muscle; if it is unused, it deteriorates. |  |  |  | | --- | --- | | D. | To persuade a prospect to purchase your product you must first persuade him to "buy" your service. |  |  |  | | --- | --- | | E. | Listening is a better selling tool than talking. | |

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| 37. | When Marissa performs the functions of planning, organizing, and executing activities that increase sales and profits in her territory, she is engaged in which of the following activities?      |  |  | | --- | --- | | A. | territory management |  |  |  | | --- | --- | | B. | operating |  |  |  | | --- | --- | | C. | sales management |  |  |  | | --- | --- | | D. | marketing |  |  |  | | --- | --- | | E. | time management | |

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| 38. | The functions of a salesperson in his or her role as manager of a territory include:      |  |  | | --- | --- | | A. | providing solutions to customer's problems |  |  |  | | --- | --- | | B. | providing service to customers |  |  |  | | --- | --- | | C. | providing company with market information |  |  |  | | --- | --- | | D. | helping customers use products after they are purchased |  |  |  | | --- | --- | | E. | All of the choices are correct | |

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| 39. | As a part of providing service to customers, a salesperson would be expected to:      |  |  | | --- | --- | | A. | return damaged merchandise |  |  |  | | --- | --- | | B. | handle complaints |  |  |  | | --- | --- | | C. | work at the customer's business |  |  |  | | --- | --- | | D. | suggest business opportunities |  |  |  | | --- | --- | | E. | all of the choices are correct | |

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| 40. | Which of the following statements about a salesperson's duties relating to providing the company with market information is true?      |  |  | | --- | --- | | A. | Information on competitors |  |  |  | | --- | --- | | B. | Salespeople are not expected to become involved with customers' complaints. |  |  |  | | --- | --- | | C. | Providing customer support |  |  |  | | --- | --- | | D. | Once a product is sold to a customer, responsibility for product functions shifts to the retailer. |  |  |  | | --- | --- | | E. | Help retailers resell products to end users | |

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| 41. | Which of the following choice is **not** classified under "building good will with customers."      |  |  | | --- | --- | | A. | face-to-face contact |  |  |  | | --- | --- | | B. | building trust with customers |  |  |  | | --- | --- | | C. | ignore the Pareto Principle |  |  |  | | --- | --- | | D. | build relationships with everyone involved in the buying decision |  |  |  | | --- | --- | | E. | meeting customers' needs | |

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| 42. | Fundamentally, what is the main goal of "relationship marketing"?      |  |  | | --- | --- | | A. | creates social responsibility |  |  |  | | --- | --- | | B. | eliminates cognitive dissonance |  |  |  | | --- | --- | | C. | is another term for reciprocal selling arrangements |  |  |  | | --- | --- | | D. | is the creation of customer loyalty |  |  |  | | --- | --- | | E. | only occurs with transaction selling | |

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| 43. | When Lyndale Industries, a regional producer of specialty baked goods, purchased a delivery van, the salesperson knew that once the sale was made, there was no need in maintaining further contact with the company. Lyndale would not be purchasing any more vans in the foreseeable future. This is an example of what kind of selling?      |  |  | | --- | --- | | A. | transformational selling |  |  |  | | --- | --- | | B. | intrinsic selling |  |  |  | | --- | --- | | C. | relationship selling |  |  |  | | --- | --- | | D. | transactional selling |  |  |  | | --- | --- | | E. | proactive Selling | |

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| 44. | When Arthur sold a computer network to a Fortune 500 company, he often called on the company's purchasing department to see if employees were satisfied with the network and to see if the company had any need for an upgrade or additional software. This is an example of what kind of selling?      |  |  | | --- | --- | | A. | transformational selling |  |  |  | | --- | --- | | B. | customer maintenance |  |  |  | | --- | --- | | C. | relationship selling |  |  |  | | --- | --- | | D. | transactional selling |  |  |  | | --- | --- | | E. | proactive marketing | |

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| 45. | Teresa has landed a sales job with a local winery as a Senior Sales Person. In preparing for her new job, Teresa begun to compile a list of potential customer she may be calling during her first month on the job. The process of locating potential customers is part of which step in the selling process?      |  |  | | --- | --- | | A. | pre-approach |  |  |  | | --- | --- | | B. | trial close |  |  |  | | --- | --- | | C. | meeting objections |  |  |  | | --- | --- | | D. | follow-up and service |  |  |  | | --- | --- | | E. | prospecting | |

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| 46. | After making a sales presentation, Rick asks a prospect for his opinion about the product he is selling. Which step in the selling process is Rick most likely engaged in?      |  |  | | --- | --- | | A. | prospecting |  |  |  | | --- | --- | | B. | a trial close |  |  |  | | --- | --- | | C. | a trial balloon |  |  |  | | --- | --- | | D. | follow-up and service |  |  |  | | --- | --- | | E. | pre-approach | |

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| 47. | Lucy has just satisfactorily answered an objection voiced by her prospect. What is the next selling step for her?      |  |  | | --- | --- | | A. | approach |  |  |  | | --- | --- | | B. | presentation |  |  |  | | --- | --- | | C. | trial close |  |  |  | | --- | --- | | D. | close |  |  |  | | --- | --- | | E. | prospecting | |

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| 48. | Which of the following activities are likely **not** to be included in the presentation step of a customer relationship selling process?      |  |  | | --- | --- | | A. | determining sales call objectives |  |  |  | | --- | --- | | B. | linking product function to customers' needs |  |  |  | | --- | --- | | C. | providing evidence statements |  |  |  | | --- | --- | | D. | uncovering other needs |  |  |  | | --- | --- | | E. | identifying potential customer resistance points | |

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| 49. | The article, "Do You Have the Five Key Skills to Succeed in Sales" identifies five skills that will help salespeople be successful in the new economy. Which of the following skills is **not** identified in the article?      |  |  | | --- | --- | | A. | Be dedicated to your customers |  |  |  | | --- | --- | | B. | Value and work well with staff from other department in the company |  |  |  | | --- | --- | | C. | Never forget the Pareto Principle - acquire customers and let others in the company service them |  |  |  | | --- | --- | | D. | understand the market you serve | |

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| 50. | According to the text, which of the following best describes Empathy?      |  |  | | --- | --- | | A. | feeling sorry for your customer |  |  |  | | --- | --- | | B. | listening carefully to your customer |  |  |  | | --- | --- | | C. | figuratively put yourself in someone else's shoes |  |  |  | | --- | --- | | D. | worrying about your sales performance |  |  |  | | --- | --- | | E. | all of these answers describe empathy | |

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| 51. | Which of the following are **not** responsibilities usually associated with a Technical Sales Representative?      |  |  | | --- | --- | | A. | interacting with customers |  |  |  | | --- | --- | | B. | increasing sales to accounts |  |  |  | | --- | --- | | C. | providing technical knowledge |  |  |  | | --- | --- | | D. | taking phone-in orders |  |  |  | | --- | --- | | E. | developing technical solutions | |

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| 52. | Which of the following best describes characteristics often associated with Key Account Representatives?      |  |  | | --- | --- | | A. | identify key accounts and develop ongoing relationships with them |  |  |  | | --- | --- | | B. | typically earn between $35,000 and $45,000 per year |  |  |  | | --- | --- | | C. | take orders from their desks |  |  |  | | --- | --- | | D. | arrange for and set up displays in stores |  |  |  | | --- | --- | | E. | only require a high school education | |

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| 53. | John, a human resource specialist, has been asked to compile a list of rewards that should be classified as nonfinancial. From the choices below, which should John **not** include in his list?      |  |  | | --- | --- | | A. | feeling of self-worth |  |  |  | | --- | --- | | B. | meeting challenges |  |  |  | | --- | --- | | C. | earning financial bonuses |  |  |  | | --- | --- | | D. | respect within a company |  |  |  | | --- | --- | | E. | recognition | |

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| 54. | When sales managers recruit salespeople, which of the following characteristics would be **LEAST** likely to attract them?      |  |  | | --- | --- | | A. | optimistic outlook |  |  |  | | --- | --- | | B. | enthusiasm |  |  |  | | --- | --- | | C. | willingness to work hard |  |  |  | | --- | --- | | D. | desire for a high starting income |  |  |  | | --- | --- | | E. | experience | |

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| 55. | Selling and marketing are **not** synonymous.    True    False |

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| 56. | Everybody sells at some point in professional and personal settings.    True    False |

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| 57. | The authors of this textbook postulate that technology will have a negative impact on sales roles. Furthermore, they go as far as stating that technology will make salespersons obsolete.    True    False |

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| 58. | Retail sales clerks need no experience or knowledge about the products they sell as they are purely order-takers.    True    False |

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| 59. | The primary job of Customer Service Reps is to process orders, prepare correspondence and ensure customer satisfaction.    True    False |

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| 60. | Merchandisers perform the full set of selling functions for manufacturers, while needing to possess tremendous flexibility by working hours that cater to the needs of retailers.    True    False |

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| 61. | Order Desk Clerks enjoy the travel associated with their jobs.    True    False |

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| 62. | In the field of sales, there is often an inverse relationship between the complexity of the job and compensation levels.    True    False |

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| 63. | Top Sales Executives can earn well over $100,000 per year in Canada.    True    False |

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| 64. | Because of the consultative nature of their job, Order Getters typically make less than Order Takers.    True    False |

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| 65. | People generally avoid sales careers because it restricts their activities too much.    True    False |

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| 66. | Because sales jobs offer higher non-financial rewards than most other areas of corporate Canada, the compensation of salespeople is typically lower than that of workers in areas like production and personnel who are at a comparable level in the organization.    True    False |

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| 67. | Salespeople often report that the nonfinancial rewards of their jobs are just as important to them as the financial rewards    True    False |

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| 68. | Successful salespeople have found that their path to success was an easy one.    True    False |

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| 69. | Good salespeople are typically excellent speakers because skill in this one area is the most important skill a salesperson needs.    True    False |

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| 70. | Asking questions and monopolizing the conversation are traits of an effective salesperson.    True    False |

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| 71. | Eagerness to do a good job is a necessary condition that drives other successful sales behaviours in Salespeople.    True    False |

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| 72. | Salespeople probably need more tact, diplomacy, and social poise than other employees in an organization.    True    False |

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| 73. | Successful salespeople say that their greatest enemy is procrastination.    True    False |

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| 74. | Successful salespeople instinctively understand and embrace the Pareto principle.    True    False |

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| 75. | Many sales jobs require the salesperson to display considerable emotional and social intelligence in dealing with buyers    True    False |

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| 76. | According to the text, salespeople need **not** build long term relationships with customers as long as their initial sales are large and the customer relationship falls within the parameters of the Pareto Principle.    True    False |

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| 77. | Relationship marketing is the creation of customer loyalty.    True    False |

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| 78. | In transactional selling, the seller contacts customers after the purchase to determine if they are satisfied and have future needs.    True    False |

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| 79. | Partnering is another name for relationship selling.    True    False |

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| 80. | The first tactical step in the customer relationships selling process is called the "approach".    True    False |

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| 81. | John has landed a dream job as a sales representative for a local award winning winery. In his first week on the job, he has spent countless hours trying to determine which customers are likely to need his products. John is undertaking a "pre-approach" before developing profiles for these potential customers.    True    False |

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| 82. | The sales process simply means 'asking for the order.    True    False |

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| 83. | A key indicator of a successful relationship selling process is when the client becomes an ambassador for your company.    True    False |

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| 84. | Having an optimistic outlook is credited as a major contributor to sales success.    True    False |

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| 85. | How would you respond to the following statement: "Marketing and selling are synonyms?" |

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| 86. | There are many types of Sales jobs in today's marketplace. List them and describe potential overlaps in roles. |

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| 87. | As Barbara sold plumbing supplies for Hardin, Inc., she dreamed of moving into Hardin's management. Which managerial position would most likely be the first one Barbara would attain at Hardin? What skills would she leverage from her former position to help her be a good performing manager? |

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| 88. | List the four main elements in the customer relationship process. When does the process end? Provide some rationale for why this sales framework is so successful. |

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| 89. | How is the 80/20 principle used to describe a salesperson's success rate? Why is it important? |

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| 90. | What type of people would benefit from studying personal selling? Why/how may studying personal selling be used in non-professional settings? |

Chapter 1 Key

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. | Which of the following statements about the importance of salespeople and selling is true?      |  |  | | --- | --- | | A. | Salespeople are responsible for the success of new products, but have little to do with keeping existing products in the marketplace. |  |  |  | | --- | --- | | B. | Salespeople are responsible for keeping existing products in the marketplace, but have little to do with the success of new products. |  |  |  | | --- | --- | | C. | The term selling and marketing should be used interchangeably. |  |  |  | | --- | --- | | **D.** | Salespeople have a direct impact on the successful operation of most businesses. |  |  |  | | --- | --- | | E. | Only the legal profession generates more revenue in our economy than the selling profession. | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #1 Learning Objective: 01-01 Define and explain the term selling.* |

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| 2. | Which of the following statements about the importance of salespeople and selling is true?      |  |  | | --- | --- | | A. | The efforts of salespeople are not instrumental in keeping existing products on retailers' shelves. |  |  |  | | --- | --- | | B. | Salespeople have no direct impact on the success of new products. |  |  |  | | --- | --- | | C. | No other profession generates less revenue in our economy than the selling profession. |  |  |  | | --- | --- | | D. | Salespeople have an indirect impact on the constructing of manufacturing facilities. |  |  |  | | --- | --- | | **E.** | The lack of selling capability puts people at a disadvantage. | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #2 Learning Objective: 01-01 Define and explain the term selling.* |

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| 3. | According to the textbook, which of the following terms best describes personal communication of information as a process to persuade a prospective customer to buy something that satisfies his or her needs?      |  |  | | --- | --- | | A. | Marketing |  |  |  | | --- | --- | | **B.** | Personal Selling |  |  |  | | --- | --- | | C. | Promotion |  |  |  | | --- | --- | | D. | Public relations |  |  |  | | --- | --- | | E. | Advertising | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #3 Learning Objective: 01-01 Define and explain the term selling.* |

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| 4. | As described in the text, which of the following terms does **not** describe the act of selling?      |  |  | | --- | --- | | A. | communicating |  |  |  | | --- | --- | | B. | persuading |  |  |  | | --- | --- | | **C.** | marketing |  |  |  | | --- | --- | | D. | helping |  |  |  | | --- | --- | | E. | suggesting | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #4 Learning Objective: 01-01 Define and explain the term selling.* |

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| 5. | Which of the following scenarios are classified as selling?      |  |  | | --- | --- | | A. | when you go to an interview with a potential employer |  |  |  | | --- | --- | | B. | when lawyers try to convince clients to sue |  |  |  | | --- | --- | | C. | when a student attempts to convince a professor to change a grade |  |  |  | | --- | --- | | D. | when you ask someone to accompany you on a shopping trip |  |  |  | | --- | --- | | **E.** | All of the scenarios are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #5 Learning Objective: 01-01 Define and explain the term selling.* |

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| 6. | Which of the following is **not** a reason why a person may choose a sales career?      |  |  | | --- | --- | | A. | the rewards offered by a career in sales |  |  |  | | --- | --- | | B. | the challenge of selling |  |  |  | | --- | --- | | C. | the opportunities for advancement |  |  |  | | --- | --- | | **D.** | the limited number of jobs available |  |  |  | | --- | --- | | E. | sense of accomplishment | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #6 Learning Objective: 01-03 Discuss the reasons that people might choose a sales career.* |

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| 7. | Mary is thinking of pursuing a career in sales. Which of the following is most likely a characteristic associated with sales that Mary should value?      |  |  | | --- | --- | | A. | a job that is unchanging and requires a minimal number of skills be mastered |  |  |  | | --- | --- | | **B.** | the rewards offered by a career in sales |  |  |  | | --- | --- | | C. | the freedom of being self-employed |  |  |  | | --- | --- | | D. | the restricted opportunities for advancement |  |  |  | | --- | --- | | E. | None of the characteristic are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #7 Learning Objective: 01-03 Discuss the reasons that people might choose a sales career.* |

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| 8. | Which of the following choices describe the sales force of the 21st century as compared to the sales force of earlier years?      |  |  | | --- | --- | | A. | include a lower number of workers |  |  |  | | --- | --- | | B. | contain a higher percentage of men |  |  |  | | --- | --- | | **C.** | be more ethnically diverse to reflect the demographic of the Canadian market |  |  |  | | --- | --- | | D. | be less productive than what exists today |  |  |  | | --- | --- | | E. | be less well trained than in previous decades | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #8 Learning Objective: 01-03 Discuss the reasons that people might choose a sales career.* |

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| 9. | Carlos works in the Jewelry department at The Bay. His main duties include; helping you make a purchase decision, entering your order and finalizing payment. Which of the following job titles would best describe Carlos' job at the Bay?      |  |  | | --- | --- | | **A.** | sales clerk |  |  |  | | --- | --- | | B. | sales engineer |  |  |  | | --- | --- | | C. | order getter |  |  |  | | --- | --- | | D. | service salesperson |  |  |  | | --- | --- | | E. | account representative | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #9 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 10. | Aaron is a sales representative for a wholesale office supply company. Which of the following would **not** be part of his job to sell office supplies to?      |  |  | | --- | --- | | **A.** | a university student |  |  |  | | --- | --- | | B. | the government |  |  |  | | --- | --- | | C. | a public relations agency |  |  |  | | --- | --- | | D. | a physicians' office that needs new file folders |  |  |  | | --- | --- | | E. | a hospital accounting department | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #10 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 11. | According to the textbook, which of the following is NOT considered a skill requirement of a salesperson?      |  |  | | --- | --- | | **A.** | desire to be the top salesperson above all else |  |  |  | | --- | --- | | B. | ability to empathize with customers |  |  |  | | --- | --- | | C. | relationship building skills |  |  |  | | --- | --- | | D. | knowledge of the industry |  |  |  | | --- | --- | | E. | having a service focus | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #11 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 12. | Which of the following is true?      |  |  | | --- | --- | | A. | the latest version of CRM software will make sales people obsolete |  |  |  | | --- | --- | | **B.** | technology will improve the advisory role of salespeople |  |  |  | | --- | --- | | C. | technology, particularly social media, will not impact the effectiveness of sales people |  |  |  | | --- | --- | | D. | Web 2.0 will limit a salesperson's ability to engage customers efficiently and effectively |  |  |  | | --- | --- | | E. | the use of smart phone apps in selling will be limited to direct end users | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #12 Learning Objective: 01-03 Discuss the reasons that people might choose a sales career.* |

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| 13. | Which of the following is **not** a type of salesperson that you would typically find selling for a manufacturer?      |  |  | | --- | --- | | A. | account representative |  |  |  | | --- | --- | | B. | detail salesperson |  |  |  | | --- | --- | | C. | sales engineer |  |  |  | | --- | --- | | **D.** | sales clerk |  |  |  | | --- | --- | | E. | industrial products salesperson | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #13 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 14. | Jennifer is a saleswoman for a manufacturer of small kitchen appliances. She does not directly solicit orders. Her primary duties involve promotional activities and introducing new products to her employer's customers. She spends much of her time demonstrating appliances at various retail stores and providing product knowledge seminars. Which of the following best describes Jennifer's job title?      |  |  | | --- | --- | | A. | retail salesperson |  |  |  | | --- | --- | | **B.** | merchandiser |  |  |  | | --- | --- | | C. | sales engineer |  |  |  | | --- | --- | | D. | service salesperson |  |  |  | | --- | --- | | E. | account representative | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #14 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 15. | Tom is a salesperson for HPM Industries which sells machines for moulding plastic furniture. HPM has developed a machine that is 50 percent smaller than what is currently on the market and costs 25 percent more. It is Tom's job to show potential customers how the new machine will save them money in the long-run. He must be able to address each customer's needs with technical know-how and an ability to communicate his knowledge. Which of the following best describes Tom's job title?      |  |  | | --- | --- | | A. | retail salesperson |  |  |  | | --- | --- | | B. | detail salesperson |  |  |  | | --- | --- | | **C.** | technical representative |  |  |  | | --- | --- | | D. | service salesperson |  |  |  | | --- | --- | | E. | account representative | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #15 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 16. | Andrea sells drawer pulls, hinges, and other decorative metal pieces used in the manufacture of furniture. The products she sells to furniture makers is nontechnical in nature. Which of the following would best describe Andrea's job?      |  |  | | --- | --- | | A. | account representative |  |  |  | | --- | --- | | B. | sales clerk |  |  |  | | --- | --- | | C. | technical specialist |  |  |  | | --- | --- | | D. | order taker |  |  |  | | --- | --- | | **E.** | sales representative | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #16 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 17. | Markus works at a call centre for Sprint long-distance service. If you want to change your long-distance carrier to Sprint, you can call him on the telephone, and he will sell you Sprint services and offer you a menu of "packages" to meet all your long-distance needs. What term best describes Markus role at Sprint?      |  |  | | --- | --- | | A. | detail salesperson |  |  |  | | --- | --- | | **B.** | order desk clerk |  |  |  | | --- | --- | | C. | service salesperson |  |  |  | | --- | --- | | D. | wholesale salesperson |  |  |  | | --- | --- | | E. | order getter | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #17 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 18. | These salespeople obtain new and repeat business using creative sales strategies and well-executed sales presentations. Which of the following terms best describes this type of salesperson?      |  |  | | --- | --- | | A. | collector |  |  |  | | --- | --- | | B. | taker |  |  |  | | --- | --- | | C. | capture |  |  |  | | --- | --- | | D. | detail |  |  |  | | --- | --- | | **E.** | getter | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #18 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 19. | According to the text, what is the most important thing leading to success in selling and in life?      |  |  | | --- | --- | | A. | persuading prospects that their current product is no longer satisfactory |  |  |  | | --- | --- | | **B.** | the basic personal characteristic of hard work |  |  |  | | --- | --- | | C. | handling a prospect's questions and objections |  |  |  | | --- | --- | | D. | persuading people that they can afford something they think they cannot |  |  |  | | --- | --- | | E. | dealing with prospects who resent the salesperson coming to see them | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #19 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 20. | Relationship Selling refers to the idea that:      |  |  | | --- | --- | | A. | Salespeople are no longer considered adversaries who manipulate people |  |  |  | | --- | --- | | B. | Salespeople want to be partners and problem solvers for their customers |  |  |  | | --- | --- | | C. | A Salesperson's goal is to build a long term relationship with customers. |  |  |  | | --- | --- | | D. | Salespeople seek to benefit their employer, themselves, and their customers |  |  |  | | --- | --- | | **E.** | All of these choices are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #20 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 21. | The salary earned by a beginning sales representative is best characterized as?      |  |  | | --- | --- | | A. | higher than most professional occupations |  |  |  | | --- | --- | | B. | the same as other occupations |  |  |  | | --- | --- | | C. | tied to the level of education you have |  |  |  | | --- | --- | | **D.** | lower than many occupations but tends to rise rapidly with hard work |  |  |  | | --- | --- | | E. | lower than typical occupations in the hospitality industry | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #21 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 22. | Which of the following is typically a foundation for a career in sales management?      |  |  | | --- | --- | | **A.** | sales trainee or sales clerk |  |  |  | | --- | --- | | B. | salesperson |  |  |  | | --- | --- | | C. | sales representative |  |  |  | | --- | --- | | D. | key account salesperson |  |  |  | | --- | --- | | E. | assistant sales representative | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #22 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 23. | In a large firm, a salesperson's career path usually begins in which of the following roles?      |  |  | | --- | --- | | A. | salesperson |  |  |  | | --- | --- | | B. | sales representative |  |  |  | | --- | --- | | C. | key account salesperson |  |  |  | | --- | --- | | **D.** | customer service representative |  |  |  | | --- | --- | | E. | assistant sales representative | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #23 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 24. | Which of the following roles best describes the position of a senior salesperson who oversees the customer relationships within a designated territory?      |  |  | | --- | --- | | A. | regional sales representative |  |  |  | | --- | --- | | B. | detail salesperson |  |  |  | | --- | --- | | C. | sales representative |  |  |  | | --- | --- | | D. | order taker |  |  |  | | --- | --- | | **E.** | key account salesperson | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #24 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 25. | The textbook identifies two general classifications of rewards associated with a sales role. Which of the following pairs' best describes these classifications of rewards?      |  |  | | --- | --- | | **A.** | financial and nonfinancial |  |  |  | | --- | --- | | B. | psychological and intrinsic |  |  |  | | --- | --- | | C. | pay and indirect benefits |  |  |  | | --- | --- | | D. | physiological and psychological |  |  |  | | --- | --- | | E. | organizational and individual | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #25 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 26. | John works as a salesperson for a new car dealership in Vancouver, British Columbia. He has had a fantastic day as he sold 4 new cars. When reflecting back on his day, he was the most pleased with seeing the customers' happy expressions as they drove away from the dealership in shiny new cars. Which of the following best describes this type of reward?      |  |  | | --- | --- | | A. | invaluable reward |  |  |  | | --- | --- | | B. | extrinsic reward |  |  |  | | --- | --- | | **C.** | intrinsic reward |  |  |  | | --- | --- | | D. | external reward |  |  |  | | --- | --- | | E. | financial reward | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #26 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 27. | Usually, the first sales management position to which a salesperson is promoted is?      |  |  | | --- | --- | | A. | senior salesperson |  |  |  | | --- | --- | | **B.** | district sales manager |  |  |  | | --- | --- | | C. | key sales manager |  |  |  | | --- | --- | | D. | regional sales manager |  |  |  | | --- | --- | | E. | divisional sales manager | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #27 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 28. | Which of the following is **not** related to the financial rewards that a salesperson receives?      |  |  | | --- | --- | | A. | travel expenses |  |  |  | | --- | --- | | B. | salary |  |  |  | | --- | --- | | **C.** | intrinsic income |  |  |  | | --- | --- | | D. | entertainment allowance |  |  |  | | --- | --- | | E. | company car | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #28 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 29. | The text suggests several questions you should ask yourself as you decide whether a career in sales is appropriate for you. Which one of the following is NOT one of the questions that you should ask before beginning a career in sales?      |  |  | | --- | --- | | A. | How much freedom do I want in a job? |  |  |  | | --- | --- | | B. | Do I have the personality characteristics for the job? |  |  |  | | --- | --- | | C. | Am I willing to transfer to another city? |  |  |  | | --- | --- | | D. | What are my past accomplishments? |  |  |  | | --- | --- | | **E.** | How much money do I want to earn? | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #29 Learning Objective: 01-03 Discuss the reasons that people might choose a sales career.* |

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| 30. | One of your friends at university is considering a sales position with a local telecommunication company. She seeks your advice on this issue. Which one of the following is **not** a question you should ask your friend so she may determine if in fact sales is a good career choice for her?      |  |  | | --- | --- | | A. | How much freedom does she want in a job? |  |  |  | | --- | --- | | **B.** | Are your university grades high enough? |  |  |  | | --- | --- | | C. | How much travelling is she willing to do? |  |  |  | | --- | --- | | D. | Is she willing to transfer to another province? |  |  |  | | --- | --- | | E. | What are her personal and professional goals? | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #30 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 31. | Which of the following is **not** identified by the text as a characteristic of a successful salesperson?      |  |  | | --- | --- | | A. | willingness to work hard |  |  |  | | --- | --- | | B. | love of the job |  |  |  | | --- | --- | | **C.** | ability to handle paperwork |  |  |  | | --- | --- | | D. | optimistic outlook |  |  |  | | --- | --- | | E. | ability to listen to customers | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #31 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 32. | Which of the following is **not** a part of a salesperson's need to achieve?      |  |  | | --- | --- | | **A.** | believing in your customer |  |  |  | | --- | --- | | B. | a high desire for success |  |  |  | | --- | --- | | C. | a strong work ethic |  |  |  | | --- | --- | | D. | persistence |  |  |  | | --- | --- | | E. | breaking through self-imposed limitations | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #32 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 33. | As a part of having an optimistic outlook, a successful salesperson must have which of the following characteristics?      |  |  | | --- | --- | | A. | believe in yourself |  |  |  | | --- | --- | | B. | think of yourself as a success |  |  |  | | --- | --- | | C. | be enthusiastic when helping buyers |  |  |  | | --- | --- | | D. | be positive in your outlook on life and the job |  |  |  | | --- | --- | | **E.** | All of the choices are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #33 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 34. | In order to be thoroughly knowledgeable in all aspects of their business, a successful salesperson should actively pursue knowledge and information on which of the following areas?      |  |  | | --- | --- | | A. | product knowledge |  |  |  | | --- | --- | | B. | general business knowledge |  |  |  | | --- | --- | | C. | up-to-date selling techniques |  |  |  | | --- | --- | | D. | local, provincial, federal, and international news |  |  |  | | --- | --- | | **E.** | all of the choices are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #34 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 35. | Which of the following statements about sales success is true?      |  |  | | --- | --- | | A. | Successful salespeople often can avoid providing service to customers if they present a "nice guy" image. |  |  |  | | --- | --- | | B. | For success in sales, it is more important to speak well than to listen well. |  |  |  | | --- | --- | | C. | A successful salesperson may either be enthusiastic or knowledgeable, these characteristics are perfectly interchangeable. |  |  |  | | --- | --- | | **D.** | Successful salespeople place a high value on their time. |  |  |  | | --- | --- | | E. | Asking questions and monopolizing the conversation are traits of an effective salesperson. | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #35 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 36. | Which of the following best describes how the Pareto principle relates to selling?      |  |  | | --- | --- | | A. | Successful salespeople should listen twice as much as they talk. |  |  |  | | --- | --- | | **B.** | In any human activity, the biggest results usually arise from a small number of activities. |  |  |  | | --- | --- | | C. | The mind is like a muscle; if it is unused, it deteriorates. |  |  |  | | --- | --- | | D. | To persuade a prospect to purchase your product you must first persuade him to "buy" your service. |  |  |  | | --- | --- | | E. | Listening is a better selling tool than talking. | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #36 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 37. | When Marissa performs the functions of planning, organizing, and executing activities that increase sales and profits in her territory, she is engaged in which of the following activities?      |  |  | | --- | --- | | **A.** | territory management |  |  |  | | --- | --- | | B. | operating |  |  |  | | --- | --- | | C. | sales management |  |  |  | | --- | --- | | D. | marketing |  |  |  | | --- | --- | | E. | time management | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #37 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 38. | The functions of a salesperson in his or her role as manager of a territory include:      |  |  | | --- | --- | | A. | providing solutions to customer's problems |  |  |  | | --- | --- | | B. | providing service to customers |  |  |  | | --- | --- | | C. | providing company with market information |  |  |  | | --- | --- | | D. | helping customers use products after they are purchased |  |  |  | | --- | --- | | **E.** | All of the choices are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #38 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 39. | As a part of providing service to customers, a salesperson would be expected to:      |  |  | | --- | --- | | A. | return damaged merchandise |  |  |  | | --- | --- | | B. | handle complaints |  |  |  | | --- | --- | | C. | work at the customer's business |  |  |  | | --- | --- | | D. | suggest business opportunities |  |  |  | | --- | --- | | **E.** | all of the choices are correct | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #39 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 40. | Which of the following statements about a salesperson's duties relating to providing the company with market information is true?      |  |  | | --- | --- | | **A.** | Information on competitors |  |  |  | | --- | --- | | B. | Salespeople are not expected to become involved with customers' complaints. |  |  |  | | --- | --- | | C. | Providing customer support |  |  |  | | --- | --- | | D. | Once a product is sold to a customer, responsibility for product functions shifts to the retailer. |  |  |  | | --- | --- | | E. | Help retailers resell products to end users | |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #40 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 41. | Which of the following choice is **not** classified under "building good will with customers."      |  |  | | --- | --- | | A. | face-to-face contact |  |  |  | | --- | --- | | B. | building trust with customers |  |  |  | | --- | --- | | **C.** | ignore the Pareto Principle |  |  |  | | --- | --- | | D. | build relationships with everyone involved in the buying decision |  |  |  | | --- | --- | | E. | meeting customers' needs | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #41 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 42. | Fundamentally, what is the main goal of "relationship marketing"?      |  |  | | --- | --- | | A. | creates social responsibility |  |  |  | | --- | --- | | B. | eliminates cognitive dissonance |  |  |  | | --- | --- | | C. | is another term for reciprocal selling arrangements |  |  |  | | --- | --- | | **D.** | is the creation of customer loyalty |  |  |  | | --- | --- | | E. | only occurs with transaction selling | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #42 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 43. | When Lyndale Industries, a regional producer of specialty baked goods, purchased a delivery van, the salesperson knew that once the sale was made, there was no need in maintaining further contact with the company. Lyndale would not be purchasing any more vans in the foreseeable future. This is an example of what kind of selling?      |  |  | | --- | --- | | A. | transformational selling |  |  |  | | --- | --- | | B. | intrinsic selling |  |  |  | | --- | --- | | C. | relationship selling |  |  |  | | --- | --- | | **D.** | transactional selling |  |  |  | | --- | --- | | E. | proactive Selling | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #43 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 44. | When Arthur sold a computer network to a Fortune 500 company, he often called on the company's purchasing department to see if employees were satisfied with the network and to see if the company had any need for an upgrade or additional software. This is an example of what kind of selling?      |  |  | | --- | --- | | A. | transformational selling |  |  |  | | --- | --- | | B. | customer maintenance |  |  |  | | --- | --- | | **C.** | relationship selling |  |  |  | | --- | --- | | D. | transactional selling |  |  |  | | --- | --- | | E. | proactive marketing | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #44 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 45. | Teresa has landed a sales job with a local winery as a Senior Sales Person. In preparing for her new job, Teresa begun to compile a list of potential customer she may be calling during her first month on the job. The process of locating potential customers is part of which step in the selling process?      |  |  | | --- | --- | | A. | pre-approach |  |  |  | | --- | --- | | B. | trial close |  |  |  | | --- | --- | | C. | meeting objections |  |  |  | | --- | --- | | D. | follow-up and service |  |  |  | | --- | --- | | **E.** | prospecting | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #45 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 46. | After making a sales presentation, Rick asks a prospect for his opinion about the product he is selling. Which step in the selling process is Rick most likely engaged in?      |  |  | | --- | --- | | A. | prospecting |  |  |  | | --- | --- | | **B.** | a trial close |  |  |  | | --- | --- | | C. | a trial balloon |  |  |  | | --- | --- | | D. | follow-up and service |  |  |  | | --- | --- | | E. | pre-approach | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #46 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 47. | Lucy has just satisfactorily answered an objection voiced by her prospect. What is the next selling step for her?      |  |  | | --- | --- | | A. | approach |  |  |  | | --- | --- | | B. | presentation |  |  |  | | --- | --- | | **C.** | trial close |  |  |  | | --- | --- | | D. | close |  |  |  | | --- | --- | | E. | prospecting | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #47 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 48. | Which of the following activities are likely **not** to be included in the presentation step of a customer relationship selling process?      |  |  | | --- | --- | | **A.** | determining sales call objectives |  |  |  | | --- | --- | | B. | linking product function to customers' needs |  |  |  | | --- | --- | | C. | providing evidence statements |  |  |  | | --- | --- | | D. | uncovering other needs |  |  |  | | --- | --- | | E. | identifying potential customer resistance points | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #48 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 49. | The article, "Do You Have the Five Key Skills to Succeed in Sales" identifies five skills that will help salespeople be successful in the new economy. Which of the following skills is **not** identified in the article?      |  |  | | --- | --- | | A. | Be dedicated to your customers |  |  |  | | --- | --- | | B. | Value and work well with staff from other department in the company |  |  |  | | --- | --- | | **C.** | Never forget the Pareto Principle - acquire customers and let others in the company service them |  |  |  | | --- | --- | | D. | understand the market you serve | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #49 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 50. | According to the text, which of the following best describes Empathy?      |  |  | | --- | --- | | A. | feeling sorry for your customer |  |  |  | | --- | --- | | B. | listening carefully to your customer |  |  |  | | --- | --- | | **C.** | figuratively put yourself in someone else's shoes |  |  |  | | --- | --- | | D. | worrying about your sales performance |  |  |  | | --- | --- | | E. | all of these answers describe empathy | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #50 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 51. | Which of the following are **not** responsibilities usually associated with a Technical Sales Representative?      |  |  | | --- | --- | | A. | interacting with customers |  |  |  | | --- | --- | | B. | increasing sales to accounts |  |  |  | | --- | --- | | C. | providing technical knowledge |  |  |  | | --- | --- | | **D.** | taking phone-in orders |  |  |  | | --- | --- | | E. | developing technical solutions | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #51 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 52. | Which of the following best describes characteristics often associated with Key Account Representatives?      |  |  | | --- | --- | | **A.** | identify key accounts and develop ongoing relationships with them |  |  |  | | --- | --- | | B. | typically earn between $35,000 and $45,000 per year |  |  |  | | --- | --- | | C. | take orders from their desks |  |  |  | | --- | --- | | D. | arrange for and set up displays in stores |  |  |  | | --- | --- | | E. | only require a high school education | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #52 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 53. | John, a human resource specialist, has been asked to compile a list of rewards that should be classified as nonfinancial. From the choices below, which should John **not** include in his list?      |  |  | | --- | --- | | A. | feeling of self-worth |  |  |  | | --- | --- | | B. | meeting challenges |  |  |  | | --- | --- | | **C.** | earning financial bonuses |  |  |  | | --- | --- | | D. | respect within a company |  |  |  | | --- | --- | | E. | recognition | |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #53 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 54. | When sales managers recruit salespeople, which of the following characteristics would be **LEAST** likely to attract them?      |  |  | | --- | --- | | A. | optimistic outlook |  |  |  | | --- | --- | | B. | enthusiasm |  |  |  | | --- | --- | | C. | willingness to work hard |  |  |  | | --- | --- | | **D.** | desire for a high starting income |  |  |  | | --- | --- | | E. | experience | |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #54 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 55. | Selling and marketing are **not** synonymous.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #55 Learning Objective: 01-01 Define and explain the term selling.* |

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| 56. | Everybody sells at some point in professional and personal settings.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #56 Learning Objective: 01-02 Explain why everyone sells; even you.* |

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| 57. | The authors of this textbook postulate that technology will have a negative impact on sales roles. Furthermore, they go as far as stating that technology will make salespersons obsolete.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #57 Learning Objective: 01-02 Explain why everyone sells; even you.* |

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| 58. | Retail sales clerks need no experience or knowledge about the products they sell as they are purely order-takers.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #58 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 59. | The primary job of Customer Service Reps is to process orders, prepare correspondence and ensure customer satisfaction.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #59 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 60. | Merchandisers perform the full set of selling functions for manufacturers, while needing to possess tremendous flexibility by working hours that cater to the needs of retailers.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #60 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 61. | Order Desk Clerks enjoy the travel associated with their jobs.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #61 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 62. | In the field of sales, there is often an inverse relationship between the complexity of the job and compensation levels.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #62 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 63. | Top Sales Executives can earn well over $100,000 per year in Canada.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #63 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 64. | Because of the consultative nature of their job, Order Getters typically make less than Order Takers.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #64 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 65. | People generally avoid sales careers because it restricts their activities too much.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #65 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 66. | Because sales jobs offer higher non-financial rewards than most other areas of corporate Canada, the compensation of salespeople is typically lower than that of workers in areas like production and personnel who are at a comparable level in the organization.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #66 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 67. | Salespeople often report that the nonfinancial rewards of their jobs are just as important to them as the financial rewards    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #67 Learning Objective: 01-05 Discuss the rewards inherent in a sales career.* |

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| 68. | Successful salespeople have found that their path to success was an easy one.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #68 Learning Objective: 01-05 Discuss the rewards inherent in a sales career. Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 69. | Good salespeople are typically excellent speakers because skill in this one area is the most important skill a salesperson needs.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #69 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 70. | Asking questions and monopolizing the conversation are traits of an effective salesperson.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #70 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 71. | Eagerness to do a good job is a necessary condition that drives other successful sales behaviours in Salespeople.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #71 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 72. | Salespeople probably need more tact, diplomacy, and social poise than other employees in an organization.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #72 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 73. | Successful salespeople say that their greatest enemy is procrastination.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #73 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 74. | Successful salespeople instinctively understand and embrace the Pareto principle.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #74 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 75. | Many sales jobs require the salesperson to display considerable emotional and social intelligence in dealing with buyers    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #75 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 76. | According to the text, salespeople need **not** build long term relationships with customers as long as their initial sales are large and the customer relationship falls within the parameters of the Pareto Principle.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Hard Futrell - Chapter 01 #76 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 77. | Relationship marketing is the creation of customer loyalty.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #77 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 78. | In transactional selling, the seller contacts customers after the purchase to determine if they are satisfied and have future needs.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #78 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 79. | Partnering is another name for relationship selling.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #79 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 80. | The first tactical step in the customer relationships selling process is called the "approach".    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #80 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 81. | John has landed a dream job as a sales representative for a local award winning winery. In his first week on the job, he has spent countless hours trying to determine which customers are likely to need his products. John is undertaking a "pre-approach" before developing profiles for these potential customers.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #81 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 82. | The sales process simply means 'asking for the order.    **FALSE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #82 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 83. | A key indicator of a successful relationship selling process is when the client becomes an ambassador for your company.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Medium Futrell - Chapter 01 #83 Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 84. | Having an optimistic outlook is credited as a major contributor to sales success.    **TRUE** |

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| *Accessibility: Keyboard Navigation Difficulty: Easy Futrell - Chapter 01 #84 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 85. | How would you respond to the following statement: "Marketing and selling are synonyms?"     The statement is false. Personal selling is a component of marketing. |

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| *Difficulty: Medium Futrell - Chapter 01 #85 Learning Objective: 01-01 Define and explain the term selling.* |

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| 86. | There are many types of Sales jobs in today's marketplace. List them and describe potential overlaps in roles.     Sales clerk, CSR, Merchandisers, Order Desk Clerk, Sales Representative, Senior Sales Rep, Technical Sales Rep, Key Account Rep, Business Solutions Specialist, Top Sales Executive. The second part of the question should emphasize the notion that everyone sells and supports the customer relationship. |

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| *Difficulty: Medium Futrell - Chapter 01 #86 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 87. | As Barbara sold plumbing supplies for Hardin, Inc., she dreamed of moving into Hardin's management. Which managerial position would most likely be the first one Barbara would attain at Hardin? What skills would she leverage from her former position to help her be a good performing manager?     District sales manager - elements that made her successful as a sales rep will support her new role: i.e.: helping other salespeople develop relationships with customers, hard work etc. |

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| *Difficulty: Medium Futrell - Chapter 01 #87 Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities.* |

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| 88. | List the four main elements in the customer relationship process. When does the process end? Provide some rationale for why this sales framework is so successful.     (1) Analyze customer needs. (2) Recommend solution and gain commitment. (3) Implement the recommendation. (4) Maintain and grow the relationship. The process is ongoing; it never ends. |

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| *Difficulty: Medium Futrell - Chapter 01 #88 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers. Learning Objective: 01-07 List and explain the 10 steps in the sales process.* |

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| 89. | How is the 80/20 principle used to describe a salesperson's success rate? Why is it important?     80 percent of a salesperson's sales will come from 20 percent of his or her customers. Manage the most valuable resource - time |

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| *Difficulty: Easy Futrell - Chapter 01 #89 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

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| 90. | What type of people would benefit from studying personal selling? Why/how may studying personal selling be used in non-professional settings?     All business people, purchasing agents, students, anyone wishing to improve their interpersonal communication skills. |

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| *Difficulty: Easy Futrell - Chapter 01 #90 Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers.* |

Chapter 1 Summary

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| *Category* | *# of Questions* |
| Accessibility: Keyboard Navigation | 84 |
| Difficulty: Easy | 31 |
| Difficulty: Hard | 14 |
| Difficulty: Medium | 45 |
| Futrell - Chapter 01 | 90 |
| Learning Objective: 01-01 Define and explain the term selling. | 7 |
| Learning Objective: 01-02 Explain why everyone sells; even you. | 2 |
| Learning Objective: 01-03 Discuss the reasons that people might choose a sales career. | 5 |
| Learning Objective: 01-04 Identify the many different types of sales jobs and discuss their responsibilities. | 22 |
| Learning Objective: 01-05 Discuss the rewards inherent in a sales career. | 11 |
| Learning Objective: 01-06 Define the characteristics that are needed for success in building relationships with customers. | 31 |
| Learning Objective: 01-07 List and explain the 10 steps in the sales process. | 14 |