

ABC's of Relationship Selling, 13e (Futrell)

Chapter 1 The Life, Times, and Career of the Professional Salesperson

1) The marketing concept is a business philosophy that says the customers' want- satisfaction is the economic and social justification for a firm's existence.

Answer: TRUE

Explanation: According to the marketing concept, a customer's wants and satisfaction justify the economic and social existence of a firm. Consequently, all company activities should be devoted to determining customers' wants and then satisfying them, while still making a profit.

Difficulty: 1 Easy

Topic: What is the Purpose of Business?

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

2) Selling and marketing are not synonymous.

Answer: TRUE

Explanation: Selling is a marketing component that traditionally refers to the personal communication of information to persuade a prospective customer to buy something. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Difficulty: 1 Easy

Topic: Traditional View of Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

3) The marketing mix consists of three components: price, product, and promotion.

Answer: FALSE

Explanation: A firm's marketing mix consists of four main elements—product, price, distribution or place, and promotion—a marketing manager uses to market goods and services.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

4) Professional selling refers to the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value.

Answer: TRUE

Explanation: As per the definition adapted by American Society of Training and Development (ASTD), Professional Selling is the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value.

Difficulty: 1 Easy

Topic: What is Professional Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Communication

Accessibility: Keyboard Navigation

5) The Core Principles of Professional Selling refer to: 1) unselfishly serving the buyer or buying organization and 2) professionally representing the selling organization.

Answer: TRUE

Explanation: Every salesperson must constantly balance two primary duties, called as the Core Principles of Professional Selling: 1) unselfishly serving the buyer or buying organization and 2) professionally representing the selling organization.

Difficulty: 2 Medium

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

6) Students graduating from a sales program learn faster in their sales position than students without a sales education.

Answer: TRUE

Explanation: A curriculum in professional selling offers students an incredible opportunity. A sales education provides you with: a) an excellent opportunity to differentiate yourself from other candidates; b) knowledge that can hasten your learning within your sales career; and, c) an entryway to organizations that want your skill set.

Difficulty: 1 Easy

Topic: Sales: A Valued Education Leading to Career Opportunity

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

7) One of the reasons to choose a sales career is the wide variety of sales jobs available.

Answer: TRUE

Explanation: There are six major reasons for choosing a sales career including the wide variety of sales jobs available. Other reasons include service to others, the freedom of being on your own, the challenge of selling, the opportunity for advancement in a company, and the rewards from a sales career.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

8) Maintaining a professional sales force accounts for major expenditures by most companies. Thus, professional selling presents a large number of career opportunities.

Answer: TRUE

Explanation: Maintaining a professional sales force accounts for major expenditures by most companies. Thus, professional selling presents a large number of career opportunities. There are millions of sales jobs, and the probability that at one time during your life you will have a sales job is high.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

9) A wholesale salesperson would sell designer clothing to a department store which in turn would resell the items to individual customers.

Answer: TRUE

Explanation: Wholesalers (also called distributors) buy products from manufacturers and other wholesalers and sell to other organizations. A wholesale salesperson sells products to parties for resale, use in producing other goods or services, and operating an organization, such as your school buying supplies.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

10) A sales engineer works for a manufacturer and sells the benefits of intangible products.

Answer: FALSE

Explanation: Manufacturers' salespeople work for organizations producing tangible products. A sales engineer sells products that call for technical know-how and an ability to discuss technical aspects of the product.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

11) There are no differences between what a service salesperson sells and what an industrial products salesperson sells.

Answer: FALSE

Explanation: An industrial products salesperson sells a tangible product to industrial buyers. Service salesperson must sell the benefits of intangible or nonphysical products such as financial, advertising, or insurance services.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

12) Creative selling is an important part of what an order-getter does.

Answer: TRUE

Explanation: Order-getters get new and repeat business using a creative sales strategy and a well-executed sales presentation.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

13) Even experienced sales representatives in outside sales typically receive intensive direct supervision.

Answer: FALSE

Explanation: A sales job provides possibly the greatest relative freedom of any career. Experienced employees in outside sales usually receive little direct supervision and may go for days, even weeks, without seeing their bosses.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

14) A salesperson's career path is the upward sequence of job movements during a sales career.

Answer: TRUE

Explanation: Successful salespeople have many opportunities to move into top management positions and sometimes advancement comes quickly. A sales personnel career path is the upward sequence of job movements during a sales career.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

15) Given that sales jobs offer higher nonfinancial rewards than most other areas of corporate America, 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.

Answer: FALSE

Explanation: Both corporate and field sales managers typically receive higher salaries than others (such as production, advertising, product, or personnel managers) at the same organizational level. In many cases, the higher the sales position, the greater the benefits offered.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

16) Financial rewards for professional salespeople are commonly solely based on performance.

Answer: TRUE

Explanation: Many are attracted to selling because in a sales career financial rewards are commonly based solely on performance. Many professional salespeople have opportunities to earn large salaries.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

17) To be a successful salesperson, a salesperson must love to sell.

Answer: TRUE

Explanation: Successful salespeople have a genuine love for selling and find the activity exciting. Success in sales also requires having a strong conviction about the product being sold.

Difficulty: 2 Medium

Topic: Success in Selling-What Does it Take?

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

18) Today's salespeople make a contribution to the welfare of others through service.

Answer: TRUE

Explanation: Modern salespeople sell solutions to people's needs that make their dreams come true, so they are contributing to the welfare of others through service.

Difficulty: 1 Easy

Topic: Success in Selling-What Does it Take?

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

19) A salesperson needs physical, spiritual, and mental stamina to succeed.

Answer: TRUE

Explanation: Today's salesperson needs to be physically, mentally, and spiritually prepared to meet the daily challenges of a sales career. Body, mind, and soul play an important role in the level of a person's stamina.

Difficulty: 1 Easy

Topic: Success in Selling-What Does it Take?

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

20) Today's salesperson needs personal characteristics that allow for true caring for customers.

Answer: TRUE

Explanation: The most important characteristic of a successful salesperson is a caring attitude—caring about the customer's best interest. If the customer can trust the salesperson, then the fear of being taken advantage of is removed.

Difficulty: 1 Easy

Topic: C-Characteristics for the Job Examined

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

21) Emotional self-control is difficult for many salespeople to develop because of personal and financial investments in making sales to customers.

Answer: TRUE

Explanation: Self-control is the most difficult trait for a salesperson to develop. Self-control involves restraining emotions, passions, and desires for self-gain even when the salesperson must sell to make a living. There is considerable incentive for the salesperson to use pressure or lie, for example, to compel the customer to buy something that may not be needed or that is falsely represented.

Difficulty: 2 Medium

Topic: C-Characteristics for the Job Examined

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

22) Self-control refers to the discipline needed to rise early, work late, and prepare for the next day in the evening.

Answer: TRUE

Explanation: Self-control also refers to the needed discipline to work hard, set priorities, and balance family and career. This involves working early, working late, and preparing for sales calls in advance.

Difficulty: 1 Easy

Topic: C-Characteristics for the Job Examined

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

23) Many of today's salespeople are considered professionals due to their product knowledge and customer service.

Answer: TRUE

Explanation: In recent years, the distinction between a salesperson and a professional has blurred because the salesperson of today is a pro. Many salespeople know more about their field and product than the buyer. This expertise enables the seller to become the buyer's partner, a counselor on how to solve problems.

Difficulty: 1 Easy

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

24) The acronym ABCS represents the tools needed for creating a successful marketing mix.

Answer: FALSE

Explanation: The letters ABCS stand for analyze, benefits, commitment, and service, which are the four main elements in the customer relationship process used by salespeople to build long-term relationships.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

25) Relationship selling is the creation of customer loyalty.

Answer: TRUE

Explanation: Salespeople are no longer adversaries who manipulate people for personal gain. They want to be consultants, partners, and problem solvers for customers. Their goal is to build a long-term relationship with clients.

Difficulty: 1 Easy

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

26) As a profession, salespeople need no more tact than those in any other profession.

Answer: FALSE

Explanation: Salespeople probably need more tact, diplomacy, and social poise than other employees in an organization. Many sales jobs require the salesperson to display considerable emotional and social intelligence in dealing with buyers.

Difficulty: 2 Medium

Topic: Sales Jobs are Different

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

27) Salespeople need not increase sales in old accounts if they are generating a sufficient number of new customers.

Answer: FALSE

Explanation: Creating new customers is important but so is selling to current customers. Current customers can be an excellent source of regular sales.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

28) As manager of a sales territory, a salesperson is responsible for providing solutions to customers' problems.

Answer: TRUE

Explanation: Customers have needs that can be met and problems that can be solved by purchasing goods or services. Salespeople seek to uncover potential or existing needs or problems and show how the use of their products or services can satisfy needs or solve problems.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

29) While salespeople typically provide many services for their customers, returning damaged merchandise is not one of them.

Answer: FALSE

Explanation: Salespeople provide a wide range of services, including handling complaints, returning damaged merchandise, providing samples, suggesting business opportunities, and developing recommendations on how the customer can promote products purchased from the salesperson.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

30) It is inappropriate for a salesperson to provide information to his/her company on such topics as competitors' activities and market opportunities since doing so would exceed his/her authority and violate customer confidence.

Answer: FALSE

Explanation: Salespeople provide information to their companies on such topics as competitors' activities, customers' reactions to new products, complaints about products or policies, market opportunities, and their job activities. Salespeople are a vital part of their employers' information retrieval system.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Ethics

Accessibility: Keyboard Navigation

31) To develop a reputation as a professional, you must be willing to ignore your conscience and get the sale no matter what it takes.

Answer: FALSE

Explanation: To be viewed as a professional and respected by your customers and competitors, it is important to be truthful and follow through on what you tell the customer. Do not dispose of your conscience when you start work each day.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Ethics

Accessibility: Keyboard Navigation

32) To be viewed as professionals and respected by customers, salespeople join organizations such as, The Lions Club, the Chamber of Commerce and other local service organizations.

Answer: TRUE

Explanation: To be considered professionals, salespeople are often active in community affairs. Salespeople become active in public schools and join worthwhile organizations such as the Lions Club, the Chamber of Commerce, environmental organizations, and so forth.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

33) A good salesperson should abstain from remaining active in community affairs due to conflicts of interest.

Answer: FALSE

Explanation: Salespeople are often active in community affairs. Salespeople become active in public schools and join worthwhile organizations such as the Lions Club and the Chamber of Commerce.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

34) A professional salesperson should abstain from blaming the competition in front of the customer.

Answer: TRUE

Explanation: It is considered unprofessional for a salesperson to criticize a competitor especially in front of a customer.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

35) According to the text, one of "The Seven Deadly Sins of Business Selling" is a lack of pushiness.

Answer: FALSE

Explanation: Being pushy is one of the seven deadly sins of business selling. Pushiness refers to backdoor selling and prying to find out a competitor's prices.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

36) According to the text, wasting time during the sales call by involving in small talks is a deadly sin of business selling.

Answer: TRUE

Explanation: Wasting time with unannounced sales visits and talking at length about non-business subjects are considered deadly sins of business selling.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

37) A salesperson should entertain both prospects and current customers regularly to ensure customer satisfaction.

Answer: FALSE

Explanation: A salesperson should entertain selectively. A salesperson's time and expense account are investments that cannot be spent on all prospects and customers.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

38) Selling is considered by many as both an art and a science.

Answer: TRUE

Explanation: Selling is both an art and a science. It is an art because many skills cannot be learned from a textbook but are learned through experience. Selling is also a science because a growing body of knowledge and objective facts describes selling.

Difficulty: 1 Easy

Topic: The Future for Salespeople

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

39) Many selling skills cannot be learned from a textbook, but must be developed through practice, just like tennis.

Answer: TRUE

Explanation: Selling takes practice, just like golf or tennis. Studying a book helps, but it is not enough. Many skills—such as understanding buyers' nonverbal communication messages, listening, handling objections, and closing—take practice. These skills are learned through experience.

Difficulty: 1 Easy

Topic: The Future for Salespeople

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

40) Conceptual skill is the seller's ability to work with and through other people.

Answer: FALSE

Explanation: Human skill is the seller's ability to work with and through other people. Conceptual skill is the cognitive ability to see the selling process as a whole and the relationship among its parts.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

41) Conceptual skills are especially important for the creative order-takers.

Answer: TRUE

Explanation: Conceptual skill is the cognitive ability to see the selling process as a whole and the relationship among its parts. Although all sellers need conceptual skills, they are especially important for the creative order-getters.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

42) One key human skill is the ability to adapt to the customer.

Answer: TRUE

Explanation: One key human skill is the ability to adapt to the customer. Salesperson adaptability describes the ability of salespeople to understand the appropriateness of their sales actions and the ability to modify their sales actions based on the situation.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

43) Technical skill is the cognitive ability to see the selling process as a whole and the relationship among its parts.

Answer: FALSE

Explanation: Conceptual skill is the cognitive ability to see the selling process as a whole and the relationship among its parts. Technical skill is the understanding of and proficiency in the performance of specific tasks. Technical skill includes mastery of the methods, techniques, and equipment involved in selling.

Difficulty: 1 Easy

Topic: The Future for Salespeople

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

44) Technology use is limited to sales made through the use of Web sites.

Answer: FALSE

Explanation: Technology use is not limited to Web site sales. Technology is used to improve the selling process and enable salespeople to service their customers better.

Difficulty: 2 Medium

Topic: Technology and Information Build Relationships

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Technology

Accessibility: Keyboard Navigation

45) The Small Business Administration classifies approximately 50 percent of all business in the United States as small businesses.

Answer: FALSE

Explanation: The Small Business Administration classifies approximately 98 percent of all business in the United States—sole proprietorships, partnerships, corporations, part-time businesses, and unincorporated professional activities—as small businesses.

Difficulty: 2 Medium

Topic: Selling is for Large and Small Organizations

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

46) The sales process refers to the checklist salespeople use to prepare themselves for dealing with prospects' objections.

Answer: FALSE

Explanation: The sales process refers to the salesperson's sequential series of actions that leads toward the customer taking a desired action and ends with a follow-up to ensure purchase satisfaction. This desired action by a prospect is usually buying, which is the most important action.

Difficulty: 1 Easy

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

47) The last step in the sales process is the close.

Answer: FALSE

Explanation: The final step of the sales process is follow-up and service, which occurs after closing the sale.

Difficulty: 2 Medium

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

48) Identify the correct statement about the importance of salespeople and selling.

- 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) Only the medical profession generates more revenue in our economy than the selling profession.
- D) Salespeople have a direct impact on the opening of new businesses and whether that business is successful.
- E) Only the legal profession generates more revenue in our economy than the selling profession.

Answer: D

Explanation: The efforts of salespeople have an impact on many areas of business including the opening of new businesses and generating sales orders. Salespeople generate more revenue in the U.S. economy than any other profession.

Difficulty: 2 Medium

Topic: Facing a Sales Challenge

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

49) Which of the following statements about products, goods, and services is true?

- A) Products and goods are synonymous terms
- B) Services and products are tangibles
- C) Goods and products are tangibles
- D) Salespeople do not sell services
- E) Goods and services are tangibles

Answer: C

Explanation: A good is a physical object that can be purchased, such as a refrigerator or car. A product is a bundle of tangible and intangible attributes, including packaging, color, and brand, plus the services and even the reputation of the seller. A service is an intangible action or activity done for others for a fee.

Difficulty: 2 Medium

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

50) The _____ is a business philosophy that says the customers' want-satisfaction is the economic and social justification for a firm's existence.

- A) Six Sigma concept
- B) TQM concept
- C) scientific approach to business
- D) marketing concept
- E) sales heuristic

Answer: D

Explanation: The marketing concept is a business philosophy that says the customers' want-satisfaction is the economic and social justification for a firm's existence. Consequently, all company activities should be devoted to determining customers' wants and then satisfying them, while still making a profit.

Difficulty: 1 Easy

Topic: What is the Purpose of Business?

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

51) Which of the following terms describes a bundle of tangible and intangible attributes, including packaging, color, brand and even the reputation of the seller?

- A) Price
- B) Good
- C) Product
- D) Service
- E) Distribution

Answer: C

Explanation: A good is a physical object that can be purchased, such as a refrigerator or car. A product is a bundle of tangible and intangible attributes, including packaging, color, and brand, plus the services and even the reputation of the seller. A service is an intangible action or activity done for others for a fee.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

52) Which element of the marketing mix is being discussed when the salesperson participates in a trade show?

- A) Pricing
- B) Distribution
- C) Direct sales
- D) Product
- E) Promotion

Answer: E

Explanation: Promotion, as part of the marketing mix, increases company sales by communicating product information to potential customers. Trade shows and professional selling are examples of promotion.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

53) All of the following fall under the term "product" in the marketing mix EXCEPT:

- A) brand name.
- B) services.
- C) inventory.
- D) returns.
- E) image.

Answer: C

Explanation: A product is a bundle of tangible and intangible attributes, including packaging, color, and brand, plus the services and even the reputation of the seller. Inventory is an aspect of the place component of the marketing mix.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

54) Which of the following falls in the category, "place" in the marketing mix?

- A) Wholesalers
- B) Brand name
- C) Promotional allowances
- D) Trade shows
- E) Features

Answer: A

Explanation: The marketing manager also determines the best method of distributing the product, which is part of the place component. Products need to be available to customers in a convenient and accessible location.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

55) Promotional allowances are an element of this marketing mix component.

- A) Product
- B) Place
- C) Promotion
- D) Distribution
- E) Price

Answer: E

Explanation: Product price often is critical to customers, so it is an important part of the marketing mix. Promotional allowances, discounts, and credit terms are examples of the price component of the marketing mix.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

56) Which of the following falls within the definition of "place"?

- A) Promotional allowances
- B) Returns
- C) Image
- D) Inventory
- E) Customer service

Answer: D

Explanation: The marketing manager determines the best method of distributing products and how much inventory to maintain, both of which are aspects of the place component. Products need to be available to customers in a convenient and accessible location.

Difficulty: 1 Easy

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

57) Which of the following is defined as the personal communication of information to persuade a prospective customer to buy something that satisfies his/her needs?

- A) marketing
- B) personal selling
- C) promotion
- D) public relations
- E) advertising

Answer: B

Explanation: In business, a traditional definition of selling refers to the personal communication of information to persuade a prospective customer to buy something—a good, service, idea, or something else—that satisfies that individual's needs. The new definition of professional selling involves the Core Principles that refer to the sales philosophy of unselfishly serving your customers and professionally representing the organization you work for.

Difficulty: 1 Easy

Topic: Traditional View of Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Communication

Accessibility: Keyboard Navigation

58) According to the text, the traditional definition of selling includes all of the following components EXCEPT:

- A) providing customers with information.
- B) communication between buyer and seller.
- C) providing after-the-sale service.
- D) persuading a prospective customer to buy.
- E) explaining how to appear unselfish to customers.

Answer: E

Explanation: In business, a traditional definition of selling refers to the personal communication of information to persuade a prospective customer to buy something—a good, service, idea, or something else—that satisfies that individual's needs. The new description of professional selling includes the Core Principles that refer to the sales philosophy of unselfishly serving your customers and professionally representing the organization you work for.

Difficulty: 2 Medium

Topic: Traditional View of Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

59) The modern concept of professional selling is best defined as the:

- A) personal communication of information to persuade a prospective customer to buy something which satisfies that individual's needs.
- B) mass communication of information to persuade a prospective customer to buy something which satisfies that individual's needs.
- C) process during which someone is persuaded to buy something which they may not want or need.
- D) the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value.
- E) sales made only to individuals in ways that benefit the organization and its stakeholders.

Answer: D

Explanation: Professional selling is defined as the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value.

Difficulty: 2 Medium

Topic: What is Professional Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

- 60) According to a Gallup poll, what do people assume is the priority of traditional salespeople?
- A) Self-interests
 - B) Legal duties
 - C) Recognition
 - D) Personal pride
 - E) Customer satisfaction

Answer: A

Explanation: As Gallup's survey poll of Americans indicates, people view traditional salespeople as having their self-interest as a priority. Professional salespeople are driven by pride and recognition, while Golden Rule salespeople strive for customer satisfaction.

Difficulty: 2 Medium

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 61) According to the text, the core principles of professional selling:
- A) relates to transactional marketing.
 - B) excludes e-selling.
 - C) includes the word "unselfishly."
 - D) excludes telemarketing activities.
 - E) substitutes the word "relationship marketing" for "personal selling."

Answer: C

Explanation: The new description of professional selling includes the Core Principles that refer to the sales philosophy of unselfishly serving your customers and professionally representing the organization you work for.

Difficulty: 1 Easy

Topic: What is Professional Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

62) _____ refers to the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value.

- A) integrated marketing communications
- B) dyadic communications
- C) professional selling
- D) transactional marketing
- E) relationship marketing

Answer: C

Explanation: Professional Selling refers to the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value.

Difficulty: 1 Easy

Topic: What is Professional Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Remember

AACSB: Communication

Accessibility: Keyboard Navigation

63) According to the _____, salespeople should unselfishly treat others as they would like to be treated.

- A) Pareto Principle of Selling
- B) Principle of Reciprocity
- C) Fairplay Rule of Selling
- D) Core Principles of Professional Selling
- E) Equity Theory of Selling

Answer: D

Explanation: The Core Principles of Professional Selling refer to the sales philosophy of unselfishly serving your customers and professionally representing the organization you work for. The salesperson following the Core Principles places the interests of others before self-interest.

Difficulty: 1 Easy

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

64) According to the Core Principles of Professional Selling, an effective salesperson:

- A) has the Midas touch.
- B) owes greater allegiance to his/her employer than to customers.
- C) unselfishly treats others as they would like to be treated.
- D) can use manipulation if needed to make the sale.
- E) creates customer loyalty through discipline, persistence and optimism.

Answer: C

Explanation: The Core Principles of Professional Selling refer to the sales philosophy of unselfishly serving your customers and professionally representing the organization you work for. The salesperson following the Core Principles places the interests of others before self-interest.

Difficulty: 1 Easy

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

65) A salesperson who adheres to the Core Principles of Professional Selling:

- A) is primarily motivated by money.
- B) is ego-driven.
- C) does what he/she is legally required to do.
- D) enjoys personal recognition.
- E) attributes his/her success to others.

Answer: E

Explanation: The Core Principles of Professional Selling refer to the sales philosophy of unselfishly serving your customers and professionally representing the organization you work for. The salesperson following the Core Principles places the interests of others before self-interest.

Difficulty: 2 Medium

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 66) Which of the following statements about selling is most likely true?
- A) You are not involved in sales when you go to an interview with a potential employer.
 - B) Unlike other professions, journalists do not engage in selling activities.
 - C) Everyone sells at their place of work, but not when at home with their families.
 - D) You are involved in selling when you ask someone to accompany you on a shopping trip.
 - E) Only trained salespeople ever engage in selling activities.

Answer: D

Explanation: From an early age, you develop communication techniques for trying to get your way in life. You are involved in selling when you want someone to do something, such as going on a shopping trip. You use personal communication skills to persuade someone to act.

Difficulty: 2 Medium

Topic: Everybody Sells!

Learning Objective: 01-02 Explain why everyone sells; even you.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

- 67) Which of the following is most likely characteristic of traditional salespeople?
- A) building long-term relationships with customers
 - B) making legal and ethical decisions
 - C) focusing exclusively on customer service
 - D) finding others' interests more important than their own
 - E) seeking recognition for their efforts

Answer: E

Explanation: Traditional salespeople tend to seek personal recognition and focus mostly on money and recognition. A professional salesperson will build relationships with customers and focus on excellent service.

Difficulty: 2 Medium

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 68) In which of the following situations is the individual not actively engaged in selling?
- A) Steve is trying to convince his professor that he deserves an "A."
 - B) Brendan is persuading Meryl to loan him \$10 so he can order a pizza.
 - C) Chad is trying to convince his biology lab partner to sketch the internal organs of the frog they dissected in lab.
 - D) Anna is trying to persuade her husband to attend her family reunion.
 - E) Daniel is creating a logo for his home-based Web services company.

Answer: E

Explanation: From an early age, people develop communication and persuasion techniques for trying to get their way in life, such as trying to convince others for a loan or a better grade. No persuasion is involved in creating a logo.

Difficulty: 2 Medium

Topic: Everybody Sells!

Learning Objective: 01-02 Explain why everyone sells; even you.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

- 69) A person may choose a sales career because he/she desires:
- A) a job that is unchanging and requires mastery of a minimal number of skills.
 - B) the rewards offered by a career in sales.
 - C) the freedom of being self-employed.
 - D) the limited hours of work.
 - E) the minimal challenges it offers.

Answer: B

Explanation: Sales jobs offer both financial and nonfinancial rewards. However, the work can be difficult and challenging.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

70) Sales jobs are classified according to the type of product sold and:

- A) how the salesperson is compensated.
- B) the type of customers the salesperson calls on.
- C) jobs performed by the salesperson.
- D) the salesperson's type of employer.
- E) territory size.

Answer: D

Explanation: Although there are numerous specific types of sales jobs, most salespeople work in one of three categories: as a retail salesperson, a wholesale salesperson, or a manufacturer's sales representative. These categories are classified according to the type of products sold and the salesperson's type of employer, which could be a wholesaler or a manufacturer.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

71) The person behind the counter at the movie theater who asks you what movie you wish to see, takes your money, and hands you your ticket would be classified as a(n):

- A) retail salesperson.
- B) sales engineer.
- C) order-getter.
- D) service salesperson.
- E) account representative.

Answer: A

Explanation: A retail salesperson sells goods or services to consumers for their personal, nonbusiness use. The ticket representative at a movie theater and the salesperson at the electronics store are in retail sales.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

72) Another name for a salesperson is a(n):

- A) transaction manager.
- B) exchange coordinator.
- C) counter trader.
- D) stakeholder supervisor.
- E) customer contact person.

Answer: E

Explanation: Customer contact person is another name for a salesperson. Although the title may be different, the job is the same—to help people buy products.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

73) Donna Carter goes from house-to-house in her neighborhood taking orders for Pampered Chef kitchen products. Donna's face-to-face sales with consumers are an example of:

- A) direct selling.
- B) wholesale selling.
- C) account representation.
- D) detail selling.
- E) sales engineering.

Answer: A

Explanation: Direct sellers sell face-to-face to consumers—typically in their homes—who use the products for their personal use. Pampered Chef, Avon, and Amway rely on direct sellers.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

74) The person who phoned Howard last night to ask him if he might be interested in adding HBO and Cinemax to his current television cable system would be classified as a(n):

- A) detail salesperson.
- B) retail salesperson.
- C) order-taker.
- D) account representative.
- E) sales engineer.

Answer: B

Explanation: A retail salesperson sells goods or services to consumers for their personal use. A telephone salesperson selling cable products is considered a retail salesperson.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

75) Joseph is a salesperson for a wholesale meat company. It would NOT be part of his job to sell meat to:

- A) a final consumer.
- B) the United States government.
- C) a restaurant like McDonald's.
- D) an assisted-living facility that is hosting a family cookout.
- E) a hospital cafeteria.

Answer: A

Explanation: Wholesalers (also called distributors) buy products from manufacturers and other wholesalers and sell to other organizations. A wholesale salesperson sells products to parties for resale, use in producing other goods or services, and operating an organization, but not to final consumers.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

76) Nancy Henderson is a salesperson 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 indirect customers. She spends much of her time demonstrating appliances at various retail stores. Nancy would be classified as a(n):

- A) retail salesperson.
- B) detail salesperson.
- C) sales engineer.
- D) service salesperson.
- E) account representative.

Answer: B

Explanation: A detail salesperson concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.

Difficulty: 3 Hard

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Apply

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

77) Ted works for T & J Textiles and spends his day visiting the firm's established retail customers to see how much fabric they need to order. Which type of manufacturer's sales representative best describes Ted?

- A) Detail salesperson
- B) Sales engineer
- C) Account representative
- D) Direct seller
- E) Service salesperson

Answer: C

Explanation: An account representative calls on a large number of already established customers in, for example, the food, textile, and apparel industries. Ted is asking for the monthly order from each retail customer. A detail salesperson concentrates on performing promotional activities, and a sales engineer sells products that require technical expertise.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

78) Which of the following does NOT create sales through presentations and probably never attempts to close a sale?

- A) Account representative
- B) Detail salesperson
- C) Sales engineer
- D) Order-taker
- E) Industrial products salesperson

Answer: D

Explanation: Order-takers may ask what the customer wants or wait for the customer to order. They do not have a sales strategy and often use no sales presentation. Order takers usually never attempt to close the sale and few truly create sales.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

79) Eugene is a salesperson for APM Industries. He sells machines for molding plastic furniture. APM has developed a machine that is 50 percent smaller than what is currently on the market and costs 25 percent more. It is Eugene'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. Ephraim is an example of a(n):

- A) retail salesperson.
- B) detail salesperson.
- C) sales engineer.
- D) service salesperson.
- E) account representative.

Answer: C

Explanation: A sales engineer sells products that call for technical know-how and an ability to discuss technical aspects of the product. This type of selling is common in the oil, chemical, machinery, and heavy equipment industries because of the technical nature of their products.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

80) In which of the following industries are you most likely to find a sales engineer?

- A) Apparel
- B) Heavy equipment
- C) Pharmaceuticals
- D) Pet supplies
- E) Food

Answer: B

Explanation: A sales engineer sells products that call for technical know-how and an ability to discuss technical aspects of the product. This type of selling is common in the oil, chemical, machinery, and heavy equipment industries because of the technical nature of their products.

Account representatives are common in food and apparel industries.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

81) Brian Simpson has recently joined Martin Industries as a salesperson. The company manufactures lithography equipment purchased by computer chip manufacturers. Brian can be classified as a(n):

- A) detail salesperson.
- B) direct seller.
- C) account representative.
- D) industrial products salesperson.
- E) service salesperson.

Answer: D

Explanation: An industrial products salesperson, technical or nontechnical, sells a tangible product to industrial buyers. Account representatives are common in food and apparel industries.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

82) Alane sells drawer pulls, hinges, and other decorative metal pieces used in the manufacture of furniture. Since the products she sells to the furniture makers are nontechnical in nature, Alane would be described as a(n):

- A) account representative.
- B) detail salesperson.
- C) sales engineer.
- D) order-taker.
- E) industrial products salesperson.

Answer: E

Explanation: An industrial products salesperson, technical or nontechnical, sells a tangible product to industrial buyers. No high degree of technical knowledge is required as with sales engineers.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

83) James sells blank aluminum cans for soda manufacturers to fill and label. James would be classified as a(n):

- A) detail salesperson.
- B) account representative.
- C) sales engineer.
- D) direct salesperson.
- E) industrial products salesperson.

Answer: E

Explanation: An industrial products salesperson, technical or nontechnical, sells a tangible product to industrial buyers. No high degree of technical knowledge is required or it may be as an engineer. A sales engineer sells products that call for technical know-how and an ability to discuss technical aspects of the product.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

84) Insurance products, gym memberships, and cruise vacations would be sold by:

- A) detail salespeople.
- B) account representatives.
- C) sales engineers.
- D) service salespeople.
- E) industrial products salespeople.

Answer: D

Explanation: A service salesperson, unlike the four preceding types of manufacturing salespeople, must sell the benefits of intangible or nonphysical products such as financial, advertising, or computer repair services. An industrial products salesperson, technical or nontechnical, sells a tangible product to industrial buyers.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

85) Susan is a door-to-door insurance policy salesperson. She is a(n):

- A) detail salesperson.
- B) sales engineer.
- C) account representative.
- D) industrial products salesperson.
- E) service salesperson.

Answer: E

Explanation: A service salesperson, unlike the four preceding types of manufacturing salespeople, must sell the benefits of intangible or nonphysical products such as financial, advertising, or computer repair services. An account representative calls on a large number of already established customers in, for example, the food, textile, and apparel industries.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

86) Fred has decided to switch from cable to satellite television. Fred calls DirecTV and speaks with an individual named Susan who places the order and collects Fred's payment information. Susan is most likely a(n):

- A) detail salesperson
- B) order-taker
- C) service salesperson
- D) wholesale salesperson
- E) order-getter

Answer: B

Explanation: Order-takers ask what the customer wants or wait for the customer to place an order. Order-getters solicit new business using creative sales strategies.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

87) Salespeople who are order-_____ obtain new and repeat business using creative sales strategies and well-executed sales presentations.

- A) collectors
- B) takers
- C) capturers
- D) detailers
- E) getters

Answer: E

Explanation: Order-getters solicit new business using creative sales strategies. Order-takers ask what the customer wants or wait for the customer to place an order.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

88) Order-takers:

- A) use creative sales strategies.
- B) have an infinitely more difficult selling situation than order-getters.
- C) usually earn much more than order-getters.
- D) rely on well-executed sales presentations.
- E) do not have a sales strategy and often do not use sales presentations.

Answer: E

Explanation: Order-takers ask what the customer wants or wait for the customer to place an order. Unlike order-getters, order-takers do not create sales with strategies and promotions.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

89) Order-getters:

- A) do not use a sales strategy.
- B) never truly create sales.
- C) rely on customer recommendations.
- D) often do not attempt to close a sale.
- E) are useful for selling tangible goods in highly competitive industries.

Answer: E

Explanation: Order-getters solicit new business using creative sales strategies. They commonly sell tangible goods or intangible services in highly competitive lines.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

90) Which of the following statements about order-getters is true?

- A) They do not use a sales strategy.
- B) They never truly create sales.
- C) They avoid creative sales presentations.
- D) They often do not attempt to close a sale.
- E) They typically earn more money than order-takers.

Answer: E

Explanation: Order-getters solicit new business using creative sales strategies. They commonly sell tangible goods or intangible services in highly competitive lines, and they usually earn much more than the order-taker.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

91) According to the text, the most difficult selling situation faced by a creative salesperson is:

- A) persuading prospects that the current products they are using are no longer satisfactory.
- B) having to sell to numerous people in an organization to get one order.
- C) handling questions and objections raised by prospects.
- D) persuading people that they can afford something they think they cannot.
- E) dealing with prospects who resent the salesperson coming to see them.

Answer: B

Explanation: Creative salespeople often are faced with selling to numerous people to get one order. This is the most difficult selling situation because the representative may have to win over not only the decision maker, the one who can say yes, but also other persons who cannot approve the order but who have the power to veto.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

92) A career in sales management begins with the position of:

- A) sales trainee.
- B) salesperson.
- C) sales representative.
- D) key account salesperson.
- E) assistant sales representative.

Answer: A

Explanation: Most companies have two or three successive levels of sales positions, beginning at the junior or trainee level. A sales career then progresses to salesperson and key account salesperson.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

93) In large firms like Xerox, 3M, and General Electric, a salesperson's career path usually begins at the level of:

- A) salesperson.
- B) sales representative.
- C) key account salesperson.
- D) sales trainee.
- E) assistant sales representative.

Answer: D

Explanation: Most companies have two or three successive levels of sales positions, beginning at the junior or trainee level. A sales career then progresses to salesperson and key account salesperson.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

94) Usually, the first sales management position to which a salesperson is promoted is:

- A) senior salesperson.
- B) district sales manager.
- C) key accounts sales manager.
- D) regional sales manager.
- E) divisional sales manager.

Answer: C

Explanation: A typical sales career progresses from salesperson to key account salesperson to district and then regional sales manager.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

95) In addition to performance, the salary earned by a sales manager is LEAST related to:

- A) the annual sales volume of units managed.
- B) the number of salespeople managed.
- C) the length of experience in sales.
- D) the annual sales volume of the firm.
- E) the number of hours worked every week.

Answer: E

Explanation: Hard work is important in any position but a sales manager's salary is usually based on sales volume, management duties, and experience.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 96) _____ rewards are generated by the individual, not given by the company.
- A) Financial
 - B) Extrinsic
 - C) Quantitative
 - D) Psychological
 - E) Physiological

Answer: D

Explanation: Psychological rewards come from feeling proud of a job and the work that you do. Financial rewards are provided by the firm in the form of salary.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 97) All of the following are nonfinancial rewards salespeople experience EXCEPT:

- A) job knowledge.
- B) job satisfaction.
- C) club memberships.
- D) positive self-worth.
- E) customer appreciation.

Answer: C

Explanation: Club memberships and company cars are examples of financial rewards. Feeling job satisfaction and positive self-worth are nonfinancial rewards associated with sales jobs.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

98) Which of the following is NOT an example of a financial reward that a salesperson could receive?

- A) Travel expenses
- B) Salary
- C) Psychological income
- D) Entertainment allowance
- E) Company car

Answer: C

Explanation: Travel expenses, salaries, allowances, and company cars are financial rewards earned by successful salespeople. Psychological income refers to the nonfinancial rewards of self-worth and job satisfaction.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

99) According to the text, there are several questions you should ask yourself as you decide whether a career in sales is appropriate for you. Which one of the following is LEAST relevant to determining whether a career in sales is best for you?

- 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) Do I mind traveling for work?
- E) How much money do I want to earn?

Answer: E

Explanation: Although income is important, it is less relevant to your career choice. Being in sales requires specific skills and demands including an outgoing personality and the willingness to travel.

Difficulty: 2 Medium

Topic: Is a Sales Career Right for You?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

100) According to the text, a(n) _____ test can be a useful tool for determining if a career in sales is appropriate for you.

- A) IQ
- B) job aptitude
- C) cognitive abilities
- D) manual dexterity
- E) physical strength

Answer: B

Explanation: Job aptitude tests help show a person's career interests. Cognitive and physical tests indicate a person's intellectual and physical strengths but are less relevant to determining whether a career in sales is suitable.

Difficulty: 1 Easy

Topic: Is a Sales Career Right for You?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

101) The acronym *success* is used in selling to help you remember the seven:

- A) most frequently listed skills needed to be successful in sales.
- B) steps required to create a customer profile.
- C) mental stages of the customer purchasing process.
- D) types of knowledge a salesperson needs to succeed.
- E) steps to creating a successful sales presentation.

Answer: A

Explanation: The seven most frequently mentioned characteristics necessary to be successful in sales can be found in the word success. The word success stands for, Service to others, Use of core principles of professional selling, Communication ability, Characteristics for the job, Excels at strategic thinking, Sales knowledge, and Stamina for the challenge.

Difficulty: 2 Medium

Topic: Success in Selling-What Does it Take?

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

102) Which of the following statements about sales success is most likely true?

- A) For success in sales, it is more important to speak well than to listen well.
- B) The successful salesperson is an individual who loves selling, finds it exciting, and is strongly convinced that the product being sold offers something of great value.
- C) A successful salesperson does not need to think strategically because that is the job of the sales manager.
- D) Successful salespeople often can avoid providing service to customers if they present a "nice guy" image.
- E) Stamina is not necessary for sales success.

Answer: B

Explanation: Of the eight work characteristics for sales success, love of selling is clearly number one. Love is at the center of success. It has been said that if you find a job you love, you will never work again.

Difficulty: 2 Medium

Topic: Success in Selling-What Does it Take?

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

103) _____ is the most important personal characteristic needed to be a successful salesperson.

- A) Caring for customers
- B) Knowledge
- C) Patience
- D) Persistence
- E) Extroversion

Answer: A

Explanation: The most important characteristic of a successful salesperson is a caring attitude—caring about the customer's best interest. A caring salesperson can be trusted, which removes fear and concern from the customer.

Difficulty: 1 Easy

Topic: C-Characteristics for the Job Examined

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

104) A salesperson who follows the Core Principles of Professional Selling is a(n) _____ individual who can be trusted by customers.

- A) morally ethical
- B) profiteering
- C) patient
- D) experienced
- E) arbitrary

Answer: A

Explanation: Professional salespeople act in the best interest of customers rather than themselves. They tend to be morally ethical, which means they can be trusted.

Difficulty: 1 Easy

Topic: C-Characteristics for the Job Examined

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Ethics

Accessibility: Keyboard Navigation

105) According to the text, what is the most difficult trait for a salesperson to develop?

- A) Kindness
- B) Self-control
- C) Patience
- D) Caution
- E) Fairness

Answer: B

Explanation: Self-control is the most difficult trait for salespeople to develop because it involves restraining emotions and desires that stem from self-gain. Salespeople benefit financially from sales, so they feel pressure to persuade customers to make purchases even when buying may not be in the customer's best interest.

Difficulty: 1 Easy

Topic: C-Characteristics for the Job Examined

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Ethics

Accessibility: Keyboard Navigation

106) Relationship selling:

- A) builds social responsibility.
- B) eliminates cognitive dissonance.
- C) is another term for reciprocal selling arrangements.
- D) creates customer loyalty.
- E) only occurs with transaction selling.

Answer: D

Explanation: Relationship selling refers to the desire by today's salespeople to build long-term customer loyalty. Salespeople do this by analyzing customer needs, presenting product benefit, gaining customer commitment, and providing excellent service.

Difficulty: 1 Easy

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

107) When Adrian 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:

- A) transformational selling.
- B) customer maintenance.
- C) relationship selling.
- D) transaction selling.
- E) proactive marketing.

Answer: C

Explanation: Relationship selling refers to the desire by today's salespeople to build long-term customer loyalty. Salespeople do this by providing excellent service after the sale.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

108) The four main elements in the customer relationship process used by salespeople to build long-term relationships are excellent service, a presentation of product benefits, a willingness to constantly analyze customer needs, and:

- A) expressing optimism.
- B) outlining features.
- C) showing persistence.
- D) accepting rejection.
- E) gaining commitment.

Answer: E

Explanation: Relationship selling refers to the desire by today's salespeople to build long-term customer loyalty through the customer relationship process known as *ABCS*. The letters *ABCS* refer to analyzing customer needs, presenting product benefit, gaining customer commitment, and providing excellent service.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

109) The acronym *ABCS* refers to the four:

- A) main elements of the customer relationship process.
- B) types of nonfinancial rewards salespeople desire.
- C) steps in the sales process.
- D) personality characteristics of sales managers.
- E) stages in the typical sales career path.

Answer: A

Explanation: Relationship selling refers to the desire by today's salespeople to build long-term customer loyalty through the customer relationship process known as *ABCS*. The letters *ABCS* refer to analyze customer needs, present product benefit, gain customer commitment, and provide excellent service.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 110) Which of the following statements about sales jobs is most likely false?
- A) Sales jobs require salespeople to exhibit more tact than other professions do.
 - B) Many salespeople work with little or no supervision.
 - C) Many sales jobs require considerable traveling and time spent away from family.
 - D) Salespeople represent their companies to the outside world.
 - E) Salespeople spend little or no company funds for entertainment.

Answer: E

Explanation: Salespeople are among the few employees authorized to spend company funds. They spend this money for entertainment, transportation, and other business expenses.

Difficulty: 2 Medium

Topic: Sales Jobs are Different

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

- 111) Sales jobs differ from other jobs because sales jobs require:
- A) no basic or intermediate computer skills.
 - B) limited human relation skills and interpersonal skills.
 - C) more physical stamina and mental toughness than most other types of jobs.
 - D) a sense of reciprocity by responding to a positive action with another positive action.
 - E) less creativity involving the discovery of new ideas.

Answer: C

Explanation: Some sales jobs frequently require considerable traveling and time spent away from home and family. At times, salespeople deal with customers who seem determined not to buy the sellers' products. These challenges, coupled with the physical demands of long hours and traveling, require mental toughness and physical stamina rarely demanded in other types of jobs.

Difficulty: 2 Medium

Topic: Sales Jobs are Different

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

112) When Nicole performs the functions of planning, organizing, and executing activities that increase sales and profits in her territory, she is engaged in:

- A) territory management.
- B) operating.
- C) sales management.
- D) marketing.
- E) time management.

Answer: A

Explanation: The salesperson functions as a territory manager—planning, organizing, and executing activities that increase sales and profits in a given territory. A sales territory comprises a group of customers often assigned within a geographical area.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

113) Effective territory management would LEAST likely involve:

- A) creating new customers.
- B) planning activities that increase sales.
- C) suggesting business opportunities to customers.
- D) handling customer complaints.
- E) interviewing customer employees.

Answer: E

Explanation: The salesperson functions as a territory manager—planning, organizing, and executing activities that increase sales and profits in a given territory. Such activities include creating new customers and assisting current customers with business and product issues. It is unlikely that a salesperson would interview a customer's workers.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

114) Tyrone is a salesperson for a pet product company, and his territory includes Vermont and New Hampshire. Tyrone's job activities most likely include all of the following EXCEPT:

- A) providing solutions to customer's problems.
- B) providing samples for customer distribution.
- C) suggesting how to promote products.
- D) arranging in-store demonstrations.
- E) reselling products to wholesalers.

Answer: E

Explanation: The salesperson functions as a territory manager—planning, organizing, and executing activities that increase sales and profits in a given territory. Such activities include assisting customers with business and product issues, arranging demonstrations, and providing product samples. Tyrone most likely works for the wholesaler selling products to retailers, so it is unlikely he would resell products to wholesalers.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

115) As a part of providing service to customers, a salesperson would be expected to do all of the following EXCEPT:

- A) return damaged merchandise.
- B) handle customer complaints.
- C) develop promotional ideas.
- D) suggest business opportunities.
- E) provide information to competitors.

Answer: E

Explanation: Salesperson activities include assisting customers with business and product issues, arranging demonstrations, and providing product samples. The salesperson would not provide information to competitors but might give the customer information about the market.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

116) Dwight has recently been promoted to a position as a territory salesperson. Which of the following should Dwight expect to do in his new job?

- A) Recruiting and selecting new employees
- B) Developing marketing campaigns
- C) Designing product logos
- D) Solving customer issues
- E) Calculating overhead costs

Answer: D

Explanation: One of the primary jobs of a territory salesperson is handling customer problems. It is unlikely that Dwight would be involved with recruiting, marketing, or logo design.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

117) Stan works for a garment machinery manufacturing company. He usually makes sales calls with the distributor's salespeople to aid them in selling and help any of the distributor's customers. This is an example of a territory manager salesperson:

- A) helping customers resell products.
- B) tracking customer complaints.
- C) modifying product usage.
- D) providing service to customers.
- E) redesigning product distribution.

Answer: D

Explanation: A manufacturer may have its salespeople sell to distributors or wholesalers. Stan, the manufacturer's representative, is making sales calls with the distributor's salespeople to aid them in selling and providing service for the distributor's customers. Stan is not helping with reselling or product failures.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

118) Once a customer buys a central air-conditioning system, technical specialists help the buyer learn how to operate the equipment. This is an example of a territory manager salesperson:

- A) helping customers resell products.
- B) creating new customers.
- C) providing service to customers.
- D) helping customers use products after purchase.
- E) providing solutions to customer's problems.

Answer: D

Explanation: The salesperson's job is not over after the sale is made. Often, customers must be shown how to obtain full benefit from the product.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

119) Thomas works for a breakfast cereal manufacturing company. His main job is to convince grocery wholesalers to distribute their 10 varieties of cereal. He also develops promotional programs to help retailers sell the firm's products. This is an example of a territory manager salesperson:

- A) helping customers resell products to customers.
- B) helping customers use products after purchase.
- C) building trust and goodwill with customers.
- D) providing the company with market information.
- E) providing solutions to customer's problems.

Answer: A

Explanation: A major part of many sales jobs is for the salesperson to help wholesalers and retailers resell the products that they have purchased. The salesperson helps wholesale customers sell products to retail customers and helps retail customers sell products to consumers.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

120) Effective territory management most likely requires salespeople to:

- A) engage in strategic management opportunities.
- B) build integrated marketing communications systems.
- C) avoid nonselling activities due to cost overruns.
- D) provide their employers with market information.
- E) sell exclusively to their overseas, corporate clients.

Answer: D

Explanation: Salespeople provide information to their companies on such topics as competitors' activities, customers' reactions to new products, complaints about products or policies, market opportunities, and their job activities. This information is so important for many companies that their salespeople are required to send in weekly or monthly reports on activities of the firm's competition in their territory.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

121) When a salesperson is developing a personal, friendly, businesslike relationship with everyone who may influence a buying decision, he/she is:

- A) providing service to customers.
- B) helping customers use products after purchase.
- C) building goodwill with customers.
- D) helping customers resell products to their customers.
- E) providing his/her company with market information.

Answer: C

Explanation: A selling job is people oriented, entailing face-to-face contact with the customer. Many sales are based, to some extent, on friendship and trust. The salesperson needs to build goodwill by developing a personal, friendly, business like relationship with everyone who may influence a buying decision.

Difficulty: 1 Easy

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Remember

AACSB: Communication

Accessibility: Keyboard Navigation

122) A salesperson who is a true professional:

- A) keeps customers informed about competitors.
- B) leave beliefs and morals out of business dealings.
- C) speaks well of others, including the competition.
- D) knows when to use high pressure techniques on prospects.
- E) knows that finding new customers is more important than servicing current ones.

Answer: C

Explanation: A professional salesperson speaks well of others, does not discuss the competition, and is honest and moral. High pressure tactics are viewed negatively.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Ethics

Accessibility: Keyboard Navigation

123) A professional salesperson will most likely:

- A) be too busy for additional sales training.
- B) maintain an intimate knowledge of the industry.
- C) be too involved with customers to join civic organizations.
- D) use high-pressured sales techniques in certain sales situations.
- E) share customer information with other clients when it is beneficial.

Answer: B

Explanation: A professional salesperson should maintain an intimate knowledge of the firm, its products, and the industry and also participate in sales training and take continuing education courses. Using high-pressure tactics and sharing customer information is unprofessional and unethical.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

124) Which of the following is one of the "seven deadly sins of business selling"?

- A) Over planning
- B) Unlimited optimism
- C) Timidity
- D) Thoroughness after the sale
- E) Strong product knowledge

Answer: B

Explanation: Unlimited optimism is considered a deadly sin of selling. Honesty is preferred to the hallmark of the good news bearers who promise anything to get an order. Never promise more than you can deliver.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

125) Which one of the following is NOT one of the "seven deadly sins of business selling?"

- A) Unprofessional conduct
- B) Unlimited optimism
- C) Lack of dependability
- D) Thoroughness after the sale
- E) Weak product knowledge

Answer: D

Explanation: Unprofessional conduct, unlimited optimism, lack of dependability, and poor product knowledge are deadly sins in selling. Being thorough after a sale is a positive activity.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

126) Marcus Dominic sells automotive components. He usually avoids purchasing agents and visits departments in companies to obtain orders without authorization from the agent. According to the text, this is an example of:

- A) poor planning.
- B) aggressive selling.
- C) limited optimism.
- D) pushiness.
- E) wasting the prospects time.

Answer: D

Explanation: Pushiness includes prying to find out a competitor's prices, having an overwhelming attitude, and using backdoor selling tactics.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Ethics

Accessibility: Keyboard Navigation

127) A salesperson for aquarium equipment walks into the office of a prospect unannounced. He then engages in a small talk with the prospect. According to the text, this is an example of:

- A) poor planning.
- B) wasting time.
- C) professional conduct.
- D) pushiness.
- E) limited optimism.

Answer: B

Explanation: Unannounced sales visits are a nuisance to customers. When salespeople start droning on about golf or grandchildren, more time is wasted.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

128) _____ is the cognitive ability to see the selling process as a whole and the relationship among its parts.

- A) Conceptual skill
- B) Human skill
- C) Technical skill
- D) Strategic skill
- E) Empathy skill

Answer: A

Explanation: Conceptual skill is the cognitive ability to see the selling process as a whole and the relationship among its parts. Conceptual skill involves the seller's thinking and planning abilities. Human skill is the seller's ability to work with and through other people.

Difficulty: 1 Easy

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

129) Conceptual skills:

- A) allow the seller to think strategically.
- B) are the seller's ability to work with and through other people.
- C) include mastery of the methods, techniques, and equipment involved in selling.
- D) are demonstrated in the way salespeople relate to other people.
- E) include the competent use of techniques to solve problems in a specific discipline.

Answer: A

Explanation: Conceptual skill is the cognitive ability to see the selling process as a whole and the relationship among its parts. It is especially important for creative order-getters. Human skill is the seller's ability to work with and through other people.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

130) Which of the following is identified by the text as an example of a conceptual skill?

- A) Analytical ability
- B) Strategic thinking
- C) Ability to use selling tools
- D) Mastery of selling techniques
- E) Working through other people

Answer: B

Explanation: Conceptual skill is the cognitive ability to see the selling process as a whole and the relationship among its parts. Conceptual skill involves the seller's thinking and planning abilities and allows the seller to think strategically.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

131) Sean is a salesperson with exceptional cognitive and technical skills and limited human skills. As a result he excels in all of the following areas EXCEPT:

- A) creating organized sales presentations.
- B) solving product problems and issues.
- C) knowing how a product fits into a customer's business.
- D) using creative techniques for selling products.
- E) working patiently with customers.

Answer: E

Explanation: Conceptual skill involves the seller's thinking and planning abilities, and technical skill relates to the specialized knowledge and competencies needed to perform tasks. Human skill is the seller's ability to work with and through other people, such as being patient and responsive rather than abrupt and critical.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

132) _____ skills refer to the seller's ability to work with and through other people.

- A) Conceptual
- B) Empathy
- C) Human
- D) Personal
- E) Strategic

Answer: C

Explanation: Human skill is the seller's ability to work with and through other people, such as being patient and responsive rather than abrupt and critical. Conceptual skill involves the seller's thinking and planning abilities, and technical skill relates to the specialized knowledge and competencies needed to perform tasks.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

133) Which of the following is identified by the text as an example of a human skill?

- A) Analytical ability
- B) Strategic thinking
- C) Knowing where his/her product fits into the customer's business
- D) Mastery of selling techniques
- E) Working through other people

Answer: E

Explanation: Human skill is the seller's ability to work with and through other people. Conceptual skill involves the seller's thinking and planning abilities.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

134) _____ skills refer to the seller's understanding and proficiency in the performance of specific tasks.

- A) Conceptual
- B) E-selling
- C) Automated
- D) Nonhuman
- E) Technical

Answer: E

Explanation: Technical skill is the understanding of and proficiency in the performance of specific tasks. Technical skill includes mastery of the methods, techniques, and equipment involved in selling—such as presentation skills and uses for one's products.

Difficulty: 1 Easy

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

135) Which of the following is identified by the text as an example of a technical skill?

- A) Analytical ability
- B) Strategic thinking
- C) Knowing where his or her product fits into the customer's business
- D) Planning abilities
- E) Working through other people

Answer: A

Explanation: Technical skill is the understanding of and proficiency in the performance of specific tasks. Technical skill includes specialized knowledge, analytical ability, and the competent use of tools and techniques to solve problems in that specific discipline.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

136) All of the following are benefits of technology for salespeople EXCEPT:

- A) developing goodwill with new customers.
- B) increasing the speed for qualifying leads.
- C) reducing paperwork.
- D) reporting new sales to the company.
- E) servicing customers after the sale.

Answer: A

Explanation: Technology helps salespeople increase the speed with which they can find and qualify leads, gather information prior to a customer presentation, reduce their paperwork, report new sales to the company, and service customers after the sale. It is unlikely that technology would develop goodwill.

Difficulty: 2 Medium

Topic: Technology and Information Build Relationships

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Technology

Accessibility: Keyboard Navigation

137) Which of the following statements about small businesses is false?

- A) Almost half of all U.S. firms are small businesses.
- B) Small firms are a vital component of the U.S. economy.
- C) Small businesses can be both incorporated and unincorporated.
- D) Most large firms began as small businesses.
- E) Many small businesses struggle to compete with large firms.

Answer: A

Explanation: Approximately 98% of all U.S. businesses are small businesses, which means they contribute significantly to the economy despite struggling to compete with large firms. Small businesses can be sole proprietorships, partnerships, corporations, part-time businesses, and unincorporated professional activities.

Difficulty: 2 Medium

Topic: Selling is for Large and Small Organizations

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

138) Which term refers to the salesperson's sequential series of actions that lead toward the customer taking a desired action?

- A) Talent management
- B) Marketing mix
- C) Sales process
- D) Sales presentation
- E) Marketing process

Answer: C

Explanation: The sales process refers to the salesperson's sequential series of actions that leads toward the customer taking a desired action and ends with a follow-up to ensure purchase satisfaction. This desired action by a prospect is usually buying, which is the most important action.

Difficulty: 1 Easy

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

139) Locating a potential buyer is part of which step of the selling process?

- A) Preapproach
- B) Trial close
- C) Meeting objections
- D) Follow-up and service
- E) Prospecting

Answer: E

Explanation: Prospecting is the first step of the sales process and involves determining the person or organization that a salesperson will call on. Preapproach involves planning what you want to achieve when contacting a potential customer.

Difficulty: 1 Easy

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

140) The preapproach step in the customer relationship selling process involves:

- A) locating and qualifying a prospect.
- B) meeting a prospect and beginning a customized sales presentation.
- C) relating product benefits to needs using demonstrations.
- D) asking a prospect's opinions during a presentation.
- E) setting goals and developing plans.

Answer: E

Explanation: Prospecting is the first step of the sales process and involves determining the person or organization that a salesperson will call on. Preapproach involves planning what you want to achieve when contacting a potential customer.

Difficulty: 2 Medium

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

141) The approach step in the customer relationship selling process involves:

- A) locating and qualifying prospects.
- B) developing a customer profile and customer benefit program.
- C) relating product benefits to needs using demonstrations.
- D) asking prospect's opinions during and after a presentation.
- E) building rapport with a sales prospect.

Answer: E

Explanation: During the approach step, a salesperson builds rapport with a prospect and starts to uncover potential needs before transitioning into a presentation.

Difficulty: 2 Medium

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

142) When Roger asks a prospect for his opinion about the copy machine he is selling, he is engaging in _____, a step in the selling process.

- A) prospecting
- B) trial close
- C) presentation
- D) follow-up and service
- E) preapproach

Answer: B

Explanation: During a trial close, a salesperson checks the customer's attitude about a product. This gives the salesperson an opportunity to overcome the objection.

Difficulty: 2 Medium

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

143) The wholesale nursery salesperson 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

Answer: C

Explanation: The selling process may have multiple trial closes during which the salesperson checks the client's attitude about the presentation and the salesperson's response to a client objection.

Difficulty: 2 Medium

Topic: Building Relationships through the Sales Process Essay and Computational Questions

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Understand

AACSB: Communication

Accessibility: Keyboard Navigation

144) What is professional selling? How does it differ from the traditional definition of selling?

Answer: Professional Selling refers to the holistic business system required to effectively develop, manage, enable, and execute a mutually beneficial, interpersonal exchange of goods and/or services for equitable value. Traditional selling refers to the personal communication of information to persuade a prospective customer to buy something that satisfies that individual's needs. It did not involve the core principles of professional selling.

Difficulty: 2 Medium

Topic: A New Definition of Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

145) What are the Core Principles of Professional Selling?

Answer: Every salesperson must constantly balance two primary duties, called as the Core Principles of Professional Selling: 1) unselfishly serving the buyer or buying organization and 2) professionally representing the selling organization.

Difficulty: 2 Medium

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

146) Comment on the following statement, "Only professional salespeople sell."

Answer: " According to the text, everyone sells. You are involved in selling when you want someone to do something. You use personal communication skills to persuade someone to act. Your ability to communicate effectively is the key to success in life.

Difficulty: 2 Medium

Topic: Everybody Sells!

Learning Objective: 01-02 Explain why everyone sells; even you.

Bloom's: Understand

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

147) According to the text, there are six major reasons for choosing a sales career. List any four of them.

Answer: The six major reasons for choosing a sales career are: (1) the wide variety of sales jobs available, (2) the freedom of being on your own, (3) the challenge of selling, (4) the opportunity for advancement in a company, (5) the rewards from a sales career, and (6) service to others.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

148) Briefly explain the differences between order-takers and order-getters.

Answer: Order-takers do not have a sales strategy and often use no sales presentation. Many never attempt to close a sale and more importantly, few actually create sales. Order-getters get new and repeat business using a creative sales strategy and a well-executed sales presentation. Order-getters are true salespeople, which is why order-getters earn so much more than order-takers.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

149) What are the two types of rewards that salespeople can earn? Give two examples of each.

Answer: The two types of rewards are financial and nonfinancial. Examples of nonfinancial rewards include a feeling of self-worth, increased responsibility, and satisfaction resulting from a job done well. Examples of financial rewards include salaries, commissions, bonuses and perquisites.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

150) List the four main elements in the customer relationship process. When does this process end?

Answer: (1) Analyze customer needs. (2) Present product benefits. (3) Gain commitment for the purchase. (4) Maintain and grow the relationship. The process is ongoing; it never ends.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

151) Explain the following statement: "Selling is both an art and a science."

Answer: Selling is an art because the many skills needed to sell cannot be learned from a textbook; they must be learned through experience. Selling takes practice. Selling is also considered a science because to be successful a salesperson requires formal training and an understanding of what skills will result in success.

Difficulty: 2 Medium

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Understand

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

152) List the seven deadly sins of business selling.

Answer: Lack of product knowledge, time wasting, poor planning, pushiness, lack of dependability, unprofessional conduct, and unlimited optimism.

Difficulty: 2 Medium

Topic: What Does a Professional Salesperson Do?

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

153) How would you respond to the following statement: "Marketing and selling are synonyms"?

Answer: The statement is false. Professional selling is a component of marketing.

Difficulty: 2 Medium

Topic: Traditional View of Selling

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

154) Most salespeople work in one of three categories. List them.

Answer: A retail salesperson, a wholesale salesperson, and a manufacturer's sales representative.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

155) What type of products would be sold by an industrial products salesperson?

Answer: Nontechnical, tangible products such as packaging material and office supplies.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

156) As Julie Pereira sold hospital supplies for Pixtar, Inc., she dreamed of moving into Pixtar's management. Which managerial position would most likely be the first one Pereira would attain at Pixtar?

Answer: District sales manager

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

157) What is the primary purpose of relationship selling?

Answer: To create customer loyalty.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

158) What are the three categories of important skills that are necessary for a salesperson's success?

Answer: Conceptual, human, and technical skills.

Difficulty: 1 Easy

Topic: The Future for Salespeople

Learning Objective: 01-07 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

159) What is the first step of the sales process?

Answer: Prospecting

Difficulty: 1 Easy

Topic: Building Relationships through the Sales Process

Learning Objective: 01-08 List and explain the 10 steps in the sales process

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

160) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

Which of the following statements accurately describes what Cyboran and Ross sell?

- A) Cyboran sells a service, and Ross sells a good.
- B) Both Ross and Cyboran sell services.
- C) Both Ross and Cyboran sell goods.
- D) Cyboran sells a good, and Ross sells a service.
- E) Ross is the only one of the two that sells a product.

Answer: D

Explanation: A good is a physical object that can be purchased, such as wrapping paper and boxes. A service is an action or activity done for others for a fee, such as technology consulting. A product is a bundle of tangible and intangible attributes, including packaging, color, and brand, plus the services and even the reputation of the seller.

Difficulty: 2 Medium

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

161) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

Which of the following statements accurately depicts the activities of Cyboran and Ross?

- A) When Ross discusses discounts, he is dealing with the price element of the marketing mix, but when Cyboran describes discounts, he is dealing with the product element.
- B) Both Ross and Cyboran are discussing the place element of the marketing mix when they tell clients about using direct mail to locate potential customers.
- C) When describing warranties and guarantees to customers, both Cyboran and Ross are dealing with the product element of the marketing mix.
- D) Both Ross and Cyboran are dealing with the place element of the marketing mix when they discuss features and benefits.
- E) Customer service is not part of the marketing mix for either Cyboran or Ross because of the type of products they sell.

Answer: C

Explanation: Warranties, features, and benefits are aspects of the product element of the marketing mix. Discounts are part of the price component. Direct mail and customer service are elements of the promotion component.

Difficulty: 2 Medium

Topic: Essentials of a Firm's Marketing Effort

Learning Objective: 01-01 Define and explain the term selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

162) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

What would be the Core Principle of Professional Selling that Ross and Cyboran adhere to?

- A) Treat customers as you would like to be treated.
- B) Create situations where reciprocity is essential.
- C) Do not be afraid to accept credit for a job well-done.
- D) Be guided by self-interests.
- E) Encourage customers to do research before buying.

Answer: A

Explanation: The Core Principles of Professional Selling refer to the sales philosophy of unselfishly treating others as you would like to be treated.

Difficulty: 2 Medium

Topic: The Core Principles of Professional Selling

Learning Objective: 01-03 Define professional selling and explain the Core Principles of Professional Selling.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

163) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

Which of the following statements accurately describes the type of selling engaged in by Ross and Cyboran?

- A) Both are direct sellers.
- B) Both are sales engineers.
- C) Both sell to ultimate consumers.
- D) Cyboran is a detail salesperson.
- E) Ross is a service salesperson.

Answer: E

Explanation: Ross sells technology services, which are intangible and can be difficult to sell. Cyboran is most likely an account representative who calls on established customers to sell them tangible products.

Difficulty: 2 Medium

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

164) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

Both Ross and Cyboran started their careers at the bottom of the sales personnel career path, so they both began working as:

- A) trainees
- B) marketers
- C) regional salespersons
- D) junior salespersons
- E) interns

Answer: A

Explanation: The sales trainee position is the first step in the sales personnel career ladder. A trainee moves up to salesperson and later a regional sales manager. Some individuals may start as interns at a firm, but an internship is not part of the sales career path.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

165) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

Like other salespeople, Ross and Cyboran both receive _____ rewards as a result of their ability to sell and create long-term customer relationships.

- A) hygiene and motivational
- B) financial and nonfinancial
- C) performance and intrinsic
- D) conceptual and functional
- E) short-term and long-term

Answer: B

Explanation: Salespeople earn both financial and nonfinancial rewards for their jobs. Intrinsic or nonfinancial rewards include feelings of self-worth and job satisfaction.

Difficulty: 1 Easy

Topic: Why Choose a Sales Career?

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

166) Ruth Cyboran and Luis Ross recently met again at their 10th high school reunion. The men were close friends throughout school but lost touch with each other after graduation. They enjoyed their recent meeting and promised to keep in touch, especially because they had both chosen the same career--professional sales. Cyboran works for a paper company selling gift wrapping paper, ribbons, and boxes to retailers. Ross provides digital technology consultations to small businesses. Even though both believe in the Core Principles of Professional Selling, they both expressed concern about the new emphasis on relationship selling.

Relationship selling means that Ross and Cyboran should keep all of the following in mind EXCEPT:

- A) not manipulating customers for personal gain.
- B) seeking to benefit only their employers and themselves.
- C) serving as problem-solvers for their customers.
- D) being concerned about customer loyalty.
- E) providing service and follow-up to ensure customer satisfaction.

Answer: B

Explanation: Relationship selling involves developing long-term relationships with customers based on loyalty, service, and commitment. The focus is on the customer rather than benefits to the salesperson or employer.

Difficulty: 2 Medium

Topic: Relationship Selling

Learning Objective: 01-06 Describe the job activities of salespeople.

Bloom's: Understand

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation