

Name _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 1) What are the three "I"s of eye communication and how do you see each used in a typical face-to-face sales encounter?

Answer: Intimacy, intimidation, and involvement

- 2) What is meant by appropriate dress and grooming for the workplace?

Answer: Knowing the level of professionalism you want to convey

- 3) What kind of reward system rewards employees for behavior that is opposite to the intended outcome?

Answer: Rewarding employees for a low number of complaints when you really want to reward employees' resolving concerns and meeting customer needs

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 4) Behavior is: 4) _____
A) what people do. B) the characteristics that define people.
C) attitudes that cause people to feel things. D) all of the above

Answer: A

- 5) The letter L in the acronym LIFE stands for 5) _____
A) little things. B) loss of customer.
C) labor costs. D) none of the above

Answer: A

- 6) Any customer will encounter two personalities when doing business with an organization: 6) _____
A) the personality of the server and the personality of the non-work people who affect the server.
B) the personality of the individual who serves the customer and, indirectly, the personality of the server's boss.
C) the personality of the server and the customer's own personality during the interaction.
D) the personality of the server and the personality of the organization.

Answer: D

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 7) It is generally true that the people you supervise will treat your customers the way that you treat your people. 7) _____

Answer: ☒ True ☐ False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 8) Former New York Mayor Ed Koch was famous for asking: 8) _____
A) How'm I doing? B) Whaddya think?
C) Where ya' been? D) Why'd you come?

Answer: A

- 9) Which of the following suggestions is NOT part of the minimum requirements for listening? 9) _____
- A) resist distractions
 - B) try to anticipate what the customer needs as you listen
 - C) work at listening
 - D) hold your fire

Answer: B

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 10) It is generally true that customers have a fairly accurate idea of the amount of time they have been kept waiting. 10) _____

Answer: True ☒ False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 11) Which phrases can inoculate against buyer's remorse? 11) _____
- A) Don't worry, I am sure the wife will like it even if she doesn't see it before you buy it.
 - B) I'm sure you'll get many hours of enjoyment out of this.
 - C) Wow! Now that is a good decision.
 - D) You'll feel good about this later.

Answer: B

- 12) A smile originates in the: 12) _____
- A) eyes and the mouth.
 - B) brain and the eyes.
 - C) eyes and the cheeks.
 - D) brain and the mouth.

Answer: A

- 13) To let a caller know when the call is over: 13) _____
- A) tell him/her, "Thank you for calling"
 - B) ask him/her "well, is there anything else today?"
 - C) tell him/her, "If you're about done"
 - D) none of the above

Answer: A

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 14) Everyone sells, regardless of his or her job. 14) _____

Answer: ☒ True ☐ False

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 15) When it comes to customer interaction: 15) _____
- A) employees should always wait for customers to initiate interaction as they become comfortable.
 - B) customers who are intending only to waste time in your business should be held at a distance.
 - C) it doesn't matter what customers do, so long as they begin to do something.
 - D) getting the customer to approach the product in the right frame of mind is the key.

Answer: C

16) Excellent organizations are:

16) _____

- A) staffed by people who project utmost professionalism.
- B) ordered by people who place a high emphasis on demeanor.
- C) led by people who have the customer's best interest at heart.
- D) fun places to work.

Answer: D

17) A relationship with a customer that doesn't go beyond the current transaction is:

17) _____

- A) called a love 'em and leave 'em relationship.
- B) conducive to the customer feeling no incentive to return.
- C) not good business.
- D) all of the above

Answer: D

18) A company's culture is made up of:

18) _____

- A) the image the CEO wants to project.
- B) its behavior patterns.
- C) whatever the board of directors says it is.
- D) the company's vision and mission statement.

Answer: B