

Student name: \_\_\_\_\_

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

Selling and marketing are **not** synonymous.

true

false

Everybody sells at some point in professional and personal settings.

true

false

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

true

false

Gurpreet is a fashion designer who has recently launched their online clothing store. Gurpreet is looking to make their online presence known through a social media app. Gurpreet's friend is suggesting the use of Insta Shopping on Instagram to market their products. Based on the information provided Insta Shopping tool would work for their business model.

true

false

According to the textbook, the most common type of selling is business-to-consumer selling.

true

false

Nadia is currently negotiating the terms and conditions of her company's product being sold through an intermediary. Nadia is currently involved in a business-to-business selling transaction.

true

false

Technology is making the sales people into sales success coaches who will require innovative and critical thinking to help deliver the results for their clients. Therefore, the job requirements for the future sales role will most probably have higher educational requirements for a similar job in today's date.

true

false

Account managers need no experience or knowledge about the products they sell as they are purely order-takers.

true

false

The role of Technical Rep requires someone with the expert product knowledge and communication skills to be able to sell complex solutions to clients in a way that clearly demonstrates the value behind a product.

true

false

A company will trust its biggest accounts and prospects to Business Development Representatives because of their expert ability to build and manage a complex and multi-level sales relationship.

true

false

The Business Development Representative role is designed for an accomplished sales leader who can optimize and manage the sales efforts of a company.

true

false

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

true

false

Top Sales Executives can earn well over \$100,000 per year in Canada.

true

false

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

true

false

People generally avoid sales careers because it restricts their activities too much.

true

false

Kim is an experienced salesperson whose job normally allows them to travel from one province to another to meet with new clients and generate sales. They often go days or weeks without seeing their co-workers or their boss. Kim's sales job role is of an outside salesperson.

true

false

Mark is a retail salesperson whose job is to assist customers who walk into the store looking for help. Mark's sales job role is considered as an inside salesperson.

true

false

Salespeople prefer managing people to selling.

true

false

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

true

false

Salespeople often report that the nonfinancial rewards of their jobs are just as important to them as the financial rewards

true

false

Salespeople, regardless of their experience level, must always be aware of the cultural differences when traveling to a new country in order to avoid any issues developed through a cultural gap.

true

false

Salespeople who are trying to achieve success normally have a 9 to 5 workday including Saturdays and Sundays off.

true

false

Ning has just finished an unsuccessful sales call where they had been certain the customer would sign a contract today. Ning should not be optimistic about their next sales appointment because of the bad start to their day.

true

false

Asking questions and monopolizing the conversation are traits of an effective salesperson.

true

false

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

true

false

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

true

false

Successful salespeople say that their greatest enemy is procrastination.

true

false

Successful salespeople instinctively understand and embrace the Pareto principle.

true

false

Many sales jobs require the salesperson to display considerable emotional and social intelligence in dealing with buyers

true

false

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

true

false

Relationship marketing is the creation of customer loyalty.

true

false

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

true

false

Partnering is another name for relationship selling.

true

false

The first tactical step in the customer relationships selling process is called the "approach".

true

false

Ebo has landed a dream job as a sales representative for a local award-winning winery. In their first week on the job, they have spent countless hours trying to determine which customers are likely to need their products. Ebo is undertaking a "pre-approach" before developing profiles for these potential customers.

true

false

The sales process simply means 'asking for the order.'

true

false

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

true

false

Having an optimistic outlook is credited as a major contributor to sales success.

true

false

Musa has just finished their sales presentation to their clients. After finishing up they ask them for their opinion on the products of their company. They are currently involved in closing steps of the sales process.

true

false

Emily is currently on a phone call with their client. You can hear Emily saying "I just want to make sure that you were completely happy with our services. If you need any further information, then please do not hesitate to call me." Emily is currently involved in pre-approach step of the sales process.

true

false

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

A salesperson is usually not involved in which of the following activities with their clients:

Providing after-sale service

Suggesting a product or service based on their needs

Providing them with the pros of the competitive products

Providing information on any queries they have

Taking time to understand their needs

Which of the following statements about the importance of salespeople and selling is true?

The efforts of salespeople are not instrumental in keeping existing products on retailers' shelves.

Salespeople have no direct impact on the success of new products.

No other profession generates less revenue in our economy than the selling profession.

Salespeople have an indirect impact on the constructing of manufacturing facilities.

The lack of selling capability puts people at a disadvantage.

According to the textbook, which of the following terms best describes personal communication of information as a process to persuade a prospective customer to buy something that satisfies their needs?

Marketing

Personal Selling

Promotion

Public relations

Advertising

As described in the text, which of the following terms does **not** describe the act of selling?

Communicating

Persuading

Marketing

Helping

Suggesting

Rohan has been struggling to get their sales numbers up recently. They have been working for the firm for the past 25 years and therefore has not incorporated social media into their work world.

A recently hired young person, Manni, is getting a lot of recognition from their work. He advises Rohan to develop their social media profile and start using it to get prospects. Which one of the following apps would most likely not be on Manni's recommendation list?

LinkedIn

Tik-Tok

Instagram

Twitter

Facebook

Which of the following scenarios is not classified as selling?

When you go to an interview with a potential employer

When lawyers try to convince clients to sue

When a student attempts to convince a professor to change a grade

When you ask someone to accompany you on a shopping trip

When a doctor prescribes a medicine to a patient

Which of the following is not a reason why a person may choose a sales career?

the rewards offered by a career in sales

the challenge of selling

the opportunities for advancement

the limited number of jobs available

sense of accomplishment

Mary is thinking of pursuing a career in sales. Which of the following is a characteristic of sales that Mary should consider?

a job that is unchanging and requires a minimal number of skills be mastered

the rewards offered by a career in sales

the restriction of being dependent on others

the restricted opportunities for advancement

creating problems for her customers

All of the following are reasons why, historically, salespeople have developed a negative reputation, except:

Salespeople are confident

Salespeople are aggressive

Salespeople talk too fast

Salespeople are business-minded

Salespeople are slick

Jaspreet is in their office and is researching their client for the upcoming sales presentation.

Jaspreet is looking at what the client is currently using, what the client's needs are, how Jaspreet's company's product will benefit the client, and preparing answers for some objections they might face. In this scenario, Jaspreet is focusing on what skills?

Good selling skills

Human skills

Technical skills

Conceptual skills

Adaptability skills

Rita is currently in a boardroom meeting where their company's board members are looking to invest in robots to replace the salespeople selling their vehicles. Rita is against this idea and is challenging the board members by talking about how technology cannot build relationships the same way as a human. In this case, Rita is highlighting which skills?

Good selling skills

Human skills

Technical skills

Conceptual skills

Adaptability skills

Raj is currently learning new skills and techniques and incorporating new of usage of technology to improve their selling process. Raj is involved in revamping which of the following skills?

Good selling skills

Human skills

Technical skills

Conceptual skills

Adaptability skills

Which of the following choices describe the sales force of the 21<sup>st</sup> century as compared to the sales force of earlier years?

Includes a lower number of workers

Contains a higher percentage of men

Is more ethnically diverse to reflect the demographic of the Canadian market

Is less productive than previous years

Is less well trained than in previous decades

Carlos works in the Jewelry department at The Bay. His main duties include; helping you make a purchase decision, entering your order and finalizing payment. Which of the following job titles would best describe Carlos' job at the Bay?

Order Taker

Sales engineer

Order getter

Service salesperson

Account representative

Aaron is a sales representative for a wholesale office supply company. Which of the following would it **not** be part of his job to sell office supplies to?

A university student

The government

A public relations agency

A physicians' office that needs new file folders

A hospital accounting department

Which of the following is a correct hierarchy of sales job titles, starting with an entry level position and finishing with a high-level job role?

CSRs, Merchandisers, Senior Reps, Key Account Reps

Merchandisers, CSRs, Key Account Reps, Senior Reps

CSRs, Key Account Reps, Senior Reps, Merchandisers

Merchandisers, Senior Reps, CSRs, Key Account Reps

Merchandisers, CSRs, Senior Reps, Key Account Reps

Which one of the following is correct in regard to the continuum of sales jobs and their complexities?

Order Sales Clerks have a less complex job role and they are considered an order getter

Top Sales Executives have a complex job role and they are considered order takers

Key Account Reps have a less complex job role and they are considered order getters

Senior Reps have a complex job role and they are considered order getters

Merchandisers have a less complex job role and they are considered order getters

As you start off your first job as a salesperson, which one of these experiences would you likely not encounter during your initial few months?

Gaining knowledge about the activities and attitudes of your fellow sales team

Being accountable for a multimillion-dollar key account

Becoming knowledgeable on your company's product or services and their application

Becoming accustomed to the business world

Being aware of your clients' attitude towards your company, its products, and its sales team

Sai has been their company's top selling salesperson for three years in a row. They have recently been informed by their manager that based on their performance, the company is rewarding them with a manager post at their favourite destination: Scotland. In this case, which of the following best describes their reward?

Psychological income

Physiological income

Financial reward

Extrinsic reward

External reward

According to the textbook, which of the following is NOT considered a characteristic of a successful salesperson?

Desire to be the top salesperson above all else

Ability to empathize with customers

Relationship building skills

Knowledge of the industry

Having a service focus

Which of the following is true?

The latest version of CRM software will make sales people obsolete

Technology will improve the advisory role of salespeople

Technology, particularly social media, will not impact the effectiveness of sales people

Web 2.0 will limit a salesperson's ability to engage customers efficiently and effectively

The use of smartphone apps in selling will be limited to direct end users

Which of the following is **not** a type of salesperson that you would typically find selling for a manufacturer?

account representative

technical rep

sales engineer

Retail sales clerk

industrial products salesperson

Chin is in the early career stage that focuses exclusively on prospecting of new client relationships. What best describes Chin's position in the company?

account manager

sales development representative

account executives

key account manager

technical sales rep

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

retail salesperson

detail salesperson

technical representative

service salesperson

account representative

Andrea sells drawer pulls, hinges, and other decorative metal pieces used in the manufacture of furniture. The products she sells to furniture makers is nontechnical in nature. Which of the following would best describe Andrea's job?

account representative

sales clerk

technical specialist

order taker

sales development representative

Markus works at a call centre for Sprint long-distance service. If you want to change your long-distance carrier to Sprint, you can call him on the telephone, and he will sell you Sprint services and offer you a menu of "packages" to meet all your long-distance needs. What term best describes Markus role at Sprint?

key account manager

order taker

service salesperson

wholesale salesperson

order getter

These salespeople obtain new and repeat business using creative sales strategies and well-executed sales presentations. Which of the following terms best describes this type of salesperson?

collector

order Taker

capture

detail

order Getter

According to the text, what is the most important thing leading to success in selling and in life?

persuading prospects that their current product is no longer satisfactory

the basic personal characteristic of hard work

handling a prospect's questions and objections

persuading people that they can afford something they think they cannot

dealing with prospects who resent the salesperson coming to see them

Relationship selling does not refer to the idea that:

Salespeople are no longer considered adversaries who manipulate people

Salespeople want to be partners and problem solvers for their customers

A Salesperson's goal is to build a long-term relationships with customers

Salespeople seek to benefit their employer, themselves, and their customers

Salespeople know less about their product and services than the client does which helps them in counselling their clients

The salary earned by a beginning sales representative is best characterized as?

higher than most professional occupations

the same as other occupations

tied to the level of education you have

lower than many occupations but tends to rise rapidly with hard work

lower than typical occupations in the hospitality industry

This type of role is designed for someone who has proven themselves to be an expert and is trusted by the company that they work for. A company will trust its biggest accounts and prospects to this person because of their expert ability to build and manage a complex and multi-level sales relationship.

key account manager

technical sales representative

order taker

account executive

sales manager

These roles describe someone who managed a sales territory or a specific focus of the product line, ensure that they are bringing on new business, and often manage existing relationships.

key account manager

technical sales representative

business development representative

account executive

sales manager

This role is designed for an accomplished sales leader who can optimize and manage the sales efforts of a company.

key account manager

sales manager

account executive

technical sales representative

sales director

The textbook identifies two general classifications of rewards associated with a sales role. Which of the following pairs best describe these classifications of rewards?

financial and nonfinancial

psychological and intrinsic

pay and indirect benefits

physiological and psychological

organizational and individual

Jayden works as a salesperson for a new car dealership in Vancouver, British Columbia. They have had a fantastic day as they sold 4 new cars. When reflecting back on their day, they were the most pleased with seeing the customers' happy expressions as they drove away from the dealership in shiny new cars. Which of the following best describes this type of reward?

invaluable reward

extrinsic reward

intrinsic reward

external reward

financial reward

Also referred to as solutions consultant or sales engineer, this role requires someone with expert product knowledge and communication skills to be able to sell complex solutions to clients in a way that clearly demonstrates the value behind the product.

senior salesperson

technical sales representative

key sales manager

regional sales manager

divisional sales manager

Which of the following is **not** related to the financial rewards that a salesperson receives?

travel expenses

salary

intrinsic income

entertainment allowance

company car

The text suggests several questions you should ask yourself as you decide whether a career in sales is appropriate for you. Which one of the following is NOT one of the questions that you should ask before beginning a career in sales?

How much freedom do I want in a job?

Do I have the personality characteristics for the job?

Am I willing to transfer to another city?

What are my past accomplishments?

How much money do I want to earn?

One of your friends at university is considering a sales position with a local telecommunication company. They seek your advice on this issue. Which one of the following is not a question you should ask your friend so they may determine if in fact sales is a good career choice for them?

How much freedom do they want in a job?

Are your university grades high enough?

How much travelling are they willing to do?

Are they willing to transfer to another province?

What are their personal and professional goals?

Which of the following is **not** identified by the text as a characteristic of a successful salesperson?

willingness to work hard

love of the job

ability to handle paperwork

optimistic outlook

ability to listen to customers

Which of the following is **not** a part of a salesperson's need to achieve?

believing in your customer

a high desire for success

a strong work ethic

persistence

breaking through self-imposed limitations

As a part of having an optimistic outlook, a successful salesperson must **not** do which of the following?

believe in yourself

think of yourself as a success

be enthusiastic when helping buyers

be positive in your outlook on life and the job

sulk throughout the day if a sales call does not go as planned

In order to be thoroughly knowledgeable in all aspects of their business, a successful salesperson should not actively pursue knowledge and information on which of the following areas?

product knowledge

general business knowledge

up-to-date selling techniques

local, provincial, federal, and international news

knowledge of unethical sales practices

Isaac is a tech savvy salesperson who has been successfully using social media to improve their sales year after year. Which one of the following day-to-day activities are not part of Isaac's social media checklist?

Checking their Twitter account to ensure they are up-to-date with anything the customers are saying about their company, product, or competition

Searching up hashtags related to their competitors on Reddit in order to participate in discussions which make the competitor look bad

Using LinkedIn to expand their network in order to find new prospect

Following-up with their clients' questions on Facebook to ensure they maintain a good long-term relationship with them

Taking part in discussions or offering insights on Instagram on products and services offered by their company

Which of the following statements about sales success is true?

Successful salespeople often can avoid providing service to customers if they present a "nice" image.

For success in sales, it is more important to speak well than to listen well.

A successful salesperson may either be enthusiastic or knowledgeable, these characteristics are perfectly interchangeable.

Successful salespeople place a high value on their time.

Asking questions and monopolizing the conversation are traits of an effective salesperson.

Which of the following best describes how the Pareto principle relates to selling?

Successful salespeople should listen twice as much as they talk.

In any human activity, the biggest results usually arise from a small number of activities.

The mind is like a muscle; if it is unused, it deteriorates.

To persuade a prospect to purchase your product you must first persuade him to "buy" your service.

Listening is a better selling tool than talking.

Charlie is a hotel salesperson who has less than a week remaining to meet their monthly sales quota in order to make any money since they work at a 100% commission-based salary. Charlie is not far off from reaching their goal. Which one of these options would most likely help them achieve their goal?

Charlie should focus on spending their time doing sales calls to their existing clients

Charlie should go over their prospect list and contact all the high net-worth clients only

Charlie should attend a travel exhibition, which is happening in two days, to find new prospects

Charlie should let go of this month and start focusing their effort towards getting off to a good start towards the upcoming month's quota

Charlie should spend time calling back the clients who rejected them this month

Which of the following associations are responsible for assisting the sales professionals in succeeding by providing them with the resources and tools?

NASA

ISO

CPSA

CPA

UPSA

Lin is performing a sales call at a start-up company. Upon asking enough probing questions, the customer reveals that they are really tight on their allocated budget for her company's product and they may not be able to fully afford them all. After gaining this information, Lin tells them that, "I can understand how you are feeling, as our company was also a start-up and we faced similar challenges like yours...". Her statement is an example of:

Relationship building

Relationship selling

Understanding

Empathy

Needs analysis

Julia is considering going into a sales career. She is asking herself some rhetorical questions to make sure that this career will be a right fit for her. Which one of the following questions would Julia not ask herself in evaluating a sales career?

Is job flexibility important to me?

Would I be able to shrug off failures easily?

Do I get motivated by constantly being challenged?

Am I an apathetic person?

Do I enjoy solving clients' problems in creative ways?

Sales jobs are different than other types of jobs in a company due to many reasons listed in the textbook. Which one of the following is not one of the listed reasons?

Salespeople are one of the few employees within the company who are compensated for money spent on entertainment, travel, and transport

Salespeople work under close supervision which allows them to showcase their creativity

Salespeople are the face of the company when they go outside, and clients develop opinions about the company and its products or services based on the impressions left by its sales team

Salespeople often deal with clients who are not interested in purchasing their products

Salespeople travel frequently and are often away from their offices and homes for extended period of time

When Moe performs the functions of planning, organizing, and executing activities that increase sales and profits in their territory, they are engaged in which of the following activities?

territory management

operating

sales management

marketing

time management

The functions of a salesperson in their role as manager of a territory does not include:

providing solutions to customers' problems

providing service to customers

providing company with market information

helping customers use products after they are purchased

discarding customer complaints

As a part of providing service to customers, a salesperson would not be expected to:

return damaged merchandise

handle complaints

work at the customer's business

suggest business opportunities

pass the customer onto their co-worker to sort out any issues

Which of the following statements about a salesperson's duties relating to providing the company with market information is true?

Information on competitors

Salespeople are not expected to become involved with customers' complaints.

Providing customer support

Once a product is sold to a customer, responsibility for product functions shifts to the retailer.

Help retailers resell products to end users

Which of the following choice is **not** classified under "building good will with customers."

face-to-face contact

building trust with customers

ignore the Pareto Principle

build relationships with everyone involved in the buying decision

meeting customers' needs

Fundamentally, what is the main goal of "relationship marketing"?

creates social responsibility

eliminates cognitive dissonance

is another term for reciprocal selling arrangements

is the creation of customer loyalty  
only occurs with transaction selling

Which of the following is not a component of relationship marketing?

Place

Product

Distribution

Prices

Promotions

When Lyndale Industries, a regional producer of specialty baked goods, purchased a delivery van, the salesperson knew that once the sale was made, there was no need in maintaining further contact with the company. Lyndale would not be purchasing any more vans in the foreseeable future. This is an example of what kind of selling?

transformational selling

intrinsic selling

relationship selling

transactional selling

proactive selling

When Arthur sold a computer network to a Fortune 500 company, they often called on the company's purchasing department to see if employees were satisfied with the network and to see if the company had any need for an upgrade or additional software. This is an example of what kind of selling?

transformational selling

customer maintenance

relationship selling

transactional selling

proactive marketing

Tusk has landed a sales job with a local winery as a Senior Sales Person. In preparing for their new job, Tusk began to compile a list of potential customers they may be calling during their first month on the job. The process of locating potential customers is part of which step in the selling process?

pre-approach

trial close

meeting objections

follow-up and service

prospecting

After making a sales presentation, Rick asks a prospect for his opinion about the product he is selling. Which step in the selling process is Rick most likely engaged in?

prospecting

a trial close

a trial balloon

follow-up and service

pre-approach

Luc has just satisfactorily answered an objection voiced by her prospect. What is the next selling step for her?

approach

presentation

trial close

close

prospecting

Which of the following activities are likely **not** to be included in the presentation step of a customer relationship selling process?

determining sales call objectives

linking product function to customers' needs

providing evidence statements

uncovering other needs

using demonstration to showcase the benefits of the product

During the presentation, Ali's customer tells him that she does not see the need for this product at her company. Which step in the selling process is Ali dealing with?

Trial close

Objection

Approach

Pre-approach

Close

According to the text, which of the following best describes Empathy?

feeling sorry for your customer

listening carefully to your customer

figuratively put yourself in someone else's shoes

worrying about your sales performance

ignoring the needs of the clients

Which of the following are **not** responsibilities usually associated with a Technical Sales Representative?

interacting with customers

increasing sales to accounts

providing technical knowledge

taking phone-in orders

developing technical solutions

Which of the following best describes characteristics often associated with Key Account Manager?

Identify key accounts and develop trust and ongoing relationships with them

typically earn between \$35,000 and \$45,000 per year

take orders from their desks

arrange for and set up displays in stores

only require a high school education

Johan, a human resource specialist, has been asked to compile a list of rewards that should be classified as nonfinancial. From the choices below, which should Johannot include in his list?

feeling of self-worth

meeting challenges

earning financial bonuses

respect within a company

recognition

When sales managers recruit salespeople, which of the following characteristics would be **LEAST** likely to attract them?

optimistic outlook

enthusiasm

willingness to work hard

desire for a high starting income

experience

This refers to technology that allows social interaction and communication over the Internet.

technical skills

social media

blog

selling process

advertisements

Which of the following sales skills was essential to success during the COVID-19 pandemic?

technical skills

human skills

social skills

conceptual skills

good selling skills

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

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

There are many types of sales jobs in today's marketplace. List four sales jobs and describe potential overlaps in roles.

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

What is a difference between an order getter and an order taker? Provide an example of a sales role for each.

According to the textbook, there are numerous characteristics which are commonly found among successful salespeople. List four of those characteristics and describe how they help salespeople achieve success.

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

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

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

List and describe four things that a professional salesperson does.

List and describe the three levels of relationship marketing.

Discuss why technical skills became important for success during the COVID-19 pandemic.

## **Answer Key**

Test name: Ch1\_Relationship Selling Through Service\_8ce

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Short Answer

The statement is false. Personal selling is a component of marketing.

Short Answer

There are many jobs listed in the textbook. Students can select any four of the following job roles:, Sales Representative, Business Development Representative, Technical Sales Rep, Key Account Manager, , Sales Manager, Top Sales Executive.

The second part of the question should emphasize the notion that everyone sells and supports the customer relationship in order to create a long-term relationship.

Short Answer

Considering Liv has never had a manager role before, their first manager title would be of a "District sales manager." The elements that made them successful as a sales rep will support their new role: i.e.: helping other salespeople develop relationships with customers, hard work etc.

Short Answer

Order takers are not strategic salespeople. They ask for customer's order and sell them the product or service that the customer was looking for. They do not develop any sales presentations and there are hardly any attempts to close the deal. A very few of them create any sales. Retail cashier/customer service representatives at places like Wal-Mart, Home Depot etc. are examples of order takers.

Order getters are responsible for getting new or repeat business. They analyze customers' needs and wants and develop a creative sales strategies and effective sales presentations to get new businesses. Since they work hard to generate new business, they normally earn more money than order takers. Real estate agents or car salesperson are some examples of the order getters.

Short Answer

There are total of 9 characteristics of a successful salesperson mentioned in the book. The students can select any of the following 4:

1. Love of Selling: Salespeople who are enthusiastic about their job and are eager to do well find it easier to sell. They firmly believe that their work is providing value to their clients.
2. Willingness to Work Hard: Salespeople are not lucky but rather they work hard, and they carry a positive attitude to work.
3. Need to Achieve Success: Salespeople often work long hours which last around 10 to 12 hours a day, sometimes including Saturdays and Sundays. This persistence helps them achieve their success.
4. Having an Optimistic Look: Salespeople are very optimistic about achieving success. They believe in themselves, think about themselves as a successful person, and always have a positive outlook on work and life. They do not procrastinate and are do-it-now people.
5. Are Knowledgeable: In order to be successful, salespeople need to be knowledgeable about almost everything related to selling. These include having knowledge about their own product/service, be aware of the competitors' lineups and their strengths/weaknesses, constantly learn to improve their selling techniques, educate themselves on becoming better at probing clients' needs etc.
6. Being Ruthless about Time: Time is a valuable asset to a successful salesperson. They apply the Pareto principle in order to guard their time by focusing on their main efforts which yield the greatest payouts.
7. Asking Questions and Listening to Customers' Needs: Salespeople who are successful are good at listening to their clients. They are always asking probing questions to uncover their clients' needs and after listening to them, they try to meet those needs. Great salespeople also know how to empathize with their clients in order to achieve their success.
8. Serving their Customers: Customers must believe that the salespeople actually care about them. Salespeople aim to develop long-term relationships with their clients by giving them respect, treating them fairly, and like them.
9. Being Physically and Mentally Prepared: Being physically prepared is as important as being mentally prepared. Salespeople like to keep themselves in shape both mentally and physically to ensure they are ready for today and tomorrow.

Short Answer

(1) Analyze customer needs. (2) Recommend solution and gain commitment. (3) Implement the recommendation. (4) Maintain and grow the relationship. The process is ongoing; it never ends.

Short Answer

Pareto principle states that the biggest results come from the few factors. In terms of the sales person's selling process, his or her 80 percent of a sales will come from 20 percent of his or her customers. Since majority of their sales are coming from the salesperson's small number of clients, the salesperson needs to make sure to allocate their most valuable asset, time, to those people in order to achieve their success.

Short Answer

Anyone can benefit from studying personal selling. People such as business person, purchasing agents, students etc. can all study personal selling to help improve their interpersonal and communication skills.

Short Answer

Students can use any of the following 10 activities professional salespeople do:

1. Create new customers: in order to increase sales and replace the lost customers, salespeople constantly need to create new ones.
2. Sell more to present customers: It is easier to sell to an existing client once you have developed a relationship with them. Therefore, to increase sales, they need to focus on their existing clients as well as the new ones.
3. Build long-term relationships: Salespeople must develop long-term trustworthy relationships to sell more to their existing clients.
4. Actively use and manage social media platforms: Social media provides plenty of opportunities to the salespeople to interact with prospects.
5. Provide solutions to clients' problems: Salespeople spend time uncovering the needs or problems of their clients. Then salespeople show and persuade their clients on how they can fulfill their needs or solve their problems.
6. Provide services to customers: In order to be successful, salespeople go above and beyond to handling their complaints, returning or exchanging merchandise, giving them samples, and making business opportunity suggestions.
7. Help customer resell the products: salespeople make recommendations which will help the client in promoting the products bought from the salesperson.
8. Help customers use the product after purchase: salespeople go beyond the sale by spending time with the client to showcase them how to use the product, so the customer can seek full benefit from the purchase.
9. Build goodwill with customers: Salespeople build friendly and trustworthy relationships with everyone who will influence a buying decision. They ensure that their goodwill is upholds a high ethical standard and have sincere interest of their clients at the forefront.
10. Provide the company with market information: Salespeople provide important information such as customer feedback on their products, competitor's activities, complaints about products or policies, market opportunities, and job activities. Companies can use this information to strengthen themselves within their territory.

Short Answer

The three level of relationship marketing are:

1. Transactional selling: Salespeople sell the product and they never contact the customer again.
2. Relationship selling: Salesperson follows-up with the customer after sale to make sure they are happy with the purchase, address any questions which they might have, and determine their future needs.
3. Partnering: The salesperson works continually to help improve customers' operations, sales and profits.

### Short Answer

The COVID-19 pandemic forced many sales professionals to leap into the virtual sales world, and many honed their technology skills at this time, using programs such as Zoom and Teams to have virtual meetings. Also, many sales people are incorporating social media in their day-to-day activities to build business and promote awareness for their products. It will be imperative for successful salespeople to maintain their current skills and master new ones.