

Ch01: Overview of Personal Selling

Multiple Choice

1. Which of the following forms of marketing involves talking with buyers before, during, and after the sale?

- a. Personal selling
- b. Public relations
- c. Direct marketing
- d. Sales promotion
- e. Electronic marketing

ANSWER: a, b, c, d, e

2. Natalie is a college graduate who is seeking a career in sales. She would prefer to interact with her customers on an individual basis before, during, and after a sale rather than directing her communications at mass markets. In this context, Natalie should look for a job that is specialized in ____.

- a. guerrilla marketing
- b. sales promotions
- c. online advertising
- d. personal selling
- e. public relations

ANSWER: a, b, c, d, e

3. In the context of business-to-business marketing, which of the following is the most important part of marketing communications?

- a. Advertising
- b. Sales promotion
- c. Direct marketing
- d. Public relations
- e. Personal selling

ANSWER: a, b, c, d, e

4. ____ is a form of personal selling that requires that salespeople earn the confidence of their customers and that their selling strategy meets customer needs and contributes to the creation, communication, and delivery of customer value.

- a. The formula approach to selling
- b. Mental states selling
- c. Trust-based relationship selling
- d. Stimulus response selling
- e. Transaction-focused traditional selling

ANSWER: a, b, c, d, e

5. Trust-based relationship selling focuses on:

- a. maximizing sales in the short run.
- b. pushing products to customers immediately.

- c. adding value to a customer's business over an extended period.
- d. initiating one-way communication with a customer.
- e. the salesperson and the selling firm.

ANSWER: a, b, c, d, e

6. John is a salesperson who relies heavily on creating sales strategies centered around gaining his customers' confidence and meeting their needs. He primarily focuses on delivering customer value. In this context, John most likely relies on ____.

- a. transaction-focused selling
- b. mental states selling
- c. trust-based relationship selling
- d. stimulus response selling
- e. traditional selling

ANSWER: a, b, c, d, e

7. A salesperson who follows the trust-based relationship selling strategy is expected to:

- a. be actively involved in maximizing sales in the short run.
- b. convince customers that his or her product is the best.
- c. move on to a new customer as soon as sales are completed with the previous customer.
- d. be actively involved in solving his or her customer's problems.
- e. isolate himself or herself from a customer's decision-making process.

ANSWER: a, b, c, d, e

8. Which of the following is a key difference between trust-based relationship selling and transaction-focused traditional selling?

- a. In trust-based relationship selling, the customer is the primary focus, whereas in transaction-focused traditional selling, the salesperson is the primary focus.
- b. In trust-based relationship selling, the nature of communication is one-way, whereas in transaction-focused traditional selling, the nature of communication is two-way.
- c. In trust-based relationship selling, the salesperson is isolated from the customer's decision-making process, whereas in transaction-focused traditional selling, the salesperson is actively involved in the customer's decision-making process.
- d. In trust-based relationship selling, the desired outcome is order volume, whereas in transaction-focused traditional selling, the desired outcome is mutual benefits.
- e. In trust-based relationship selling, the salesperson plays the role of making calls and closing sales, whereas in transaction-focused traditional selling, the salesperson plays the role of a business consultant.

ANSWER: a, b, c, d, e

9. In trust-based relationship selling, ____.

- a. the primary focus is on the salesperson
- b. the nature of communication is one-way, from the salesperson to the customer
- c. the customer-salesperson relationship is temporary
- d. the salesperson is actively involved in a customer's decision-making process
- e. the salesperson does little or no postsale follow-up with the customer

ANSWER: a, b, c, d, e

10. ____ is determined by buyers' perceptions of what they get in exchange for what they have to give up.

- a. Service orientation
- b. Sales revenue
- c. Customer value
- d. Support value
- e. Product demand

ANSWER: a, b, c, d, e

11. Which of the following is true of customer value?

- a. It is not beneficial to personal selling.
- b. The factors that constitute customer value are common for all customers.
- c. It is always determined by the customer and not the salesperson.
- d. It is not affected by the behavior of salespeople.
- e. It is determined by a salesperson's perception of what customers will get in exchange for their money.

ANSWER: a, b, c, d, e

The customers of Daprosoft are concerned about the price of the company's new software. Susan, a sales manager at Daprosoft, must thoroughly satisfy their curiosity about the benefits they are likely to receive after purchasing the product. In this scenario, Susan's customers are concerned about ____.

12. The customers of Daprosoft are concerned about the price of the company's new software. Susan, a sales manager at Daprosoft, must thoroughly satisfy their curiosity about the benefits they are likely to receive after purchasing the product. In th

- a. sales dialogue
- b. sales support
- c. customer value
- d. customer insight
- e. the diffusion of innovation

ANSWER: a, b, c, d, e

13. The term ____ refers to the series of conversations between buyers and sellers that take place over time in an attempt to build relationships.

- a. sales advertising
- b. sales dialogue
- c. sales lead
- d. customer value
- e. economic stimulus

ANSWER: a, b, c, d, e

14. Which of the following is true of sales dialogue?

- a. The purpose of sales dialogues is to determine the best training method that meets the needs of salespeople.
- b. It is an essential part of transaction-focused traditional selling.
- c. The purpose of sales dialogue is to negotiate a business deal and earn a commitment from the customer.
- d. The business conversations that constitute sales dialogue are salesperson-focused.
- e. It emphasizes generating sales revenue over building customer relationships.

ANSWER: a, b, c, d, e

15. ____ helps a salesperson to determine if a prospective customer should be targeted for further sales attention.

- a. Customer value
- b. Sales dialogue
- c. Inside sales
- d. Sales support
- e. Continued affirmation

ANSWER: a, b, c, d, e

16. Ethan is a young salesperson who is tasked with establishing and maintaining good relationships with his customers. Whenever he approaches a customer to sell his product, he begins a series of conversations with the customer to determine his or her needs, communicates how the product can create value for the customer, and negotiates a business deal with the customer and earns his or her commitment. In this scenario, Ethan most likely engages in ____.

- a. sales networking
- b. sales dialogue
- c. dejobbing
- d. job crafting
- e. inside sales

ANSWER: a, b, c, d, e

17. Which of the following helps salespeople determine their prospective customer's strategic priorities?

- a. A sales presentation
- b. Sales dialogue
- c. Sales support
- d. A sales pitch
- e. A sales funnel

ANSWER: a, b, c, d, e

18. ____ is a customer-oriented approach that uses truthful, nonmanipulative tactics to satisfy the long-term needs of both the customer and the selling firm.

- a. Sales prospecting
- b. A sales pitch
- c. Sales advertising
- d. Sales professionalism

e. A sales funnel

ANSWER: a, b, c, d, e

19. According to a study examining the status of sales as a true profession, sales meets the professional criteria of ____ through professional organizations such as the Strategic Account Management Association (SAMA) and through a common sales vocabulary such as that found in textbooks and training materials.

- a. ensuring the welfare of internal and external stakeholders
- b. making a significant contribution to society
- c. having a defined culture and organization of colleagues
- d. developing a well-established routine for salespeople
- e. adhering to a uniform ethical code

ANSWER: a, b, c, d, e

20. According to a study that examined the status of sales as a true profession, sales needs additional progress in two areas to be viewed as a profession on par with law, medicine, and other long-recognized professions. One of these areas is:

- a. operating from a substantial knowledge base that has been developed by academics.
- b. making a significant contribution to society.
- c. having a defined culture and organization of colleagues.
- d. gaining public trust.
- e. having a unique set of professional skills.

ANSWER: a, b, c, d, e

21. Which of the following is true of salespeople?

- a. They can benefit tremendously by working from a continually evolving knowledge base.
- b. They adhere to a universal code of ethics.
- c. They enjoy relatively less job security compared with other occupational groups.
- d. They receive professional training through a widely accepted certification program.
- e. They are constantly supervised by their managers and lack decision-making autonomy.

ANSWER: a, b, c, d, e

22. Identify a true statement about the evolution of personal selling.

- a. Future buyers will be naive and less sophisticated.
- b. Future salespeople will respond to a more complex, dynamic environment.
- c. Technology and innovation will face stagnation due to lack of creativity from salespeople.
- d. More emphasis will be placed on transaction-focused selling rather than trust-based relationship selling.
- e. More emphasis will be placed on sales pitches rather than sales dialogues.

ANSWER: a, b, c, d, e

23. The term ____ refers to the process whereby new products, services, and ideas are distributed to the members of society.

- a. inside sales
- b. strategic orchestration
- c. diffusion of innovation
- d. continued affirmation
- e. sales support

ANSWER: a, b, c, d, e

24. One of the key roles that salespeople play in society is the distribution of knowledge about new technology. In other words, salespeople help with ____.

- a. market basket analysis
- b. the diffusion of innovation
- c. market research
- d. data mining
- e. the training of future managers

ANSWER: a, b, c, d, e

25. Consumers who are likely to be early adopters of an innovation often rely on ____ as a primary source of information.

- a. manufacturers
- b. salespeople
- c. investors
- d. producers
- e. the government

ANSWER: a, b, c, d, e

26. Salespeople fulfill the role of ____ when they bring in income to a firm or company.

- a. strategic orchestrators
- b. business consultants
- c. revenue producers
- d. market analyzers
- e. long-term allies

ANSWER: a, b, c, d, e

27. Salespeople play an important role in market research and in providing feedback to their firms because:

- a. they are trained through a widely accepted certification program in market research.
- b. they spend a lot of time in direct contact with their customers.
- c. the jobs of salespeople have a well-established routine that allows them to get a general idea of their customers.
- d. they are trained in providing feedback to their managers.
- e. salespeople are solely concerned with their firm's profitability in bottom-line terms.

ANSWER: a, b, c, d, e

28. Which of the following helps marketing and sales personnel to be good candidates for upper management positions?

- a. Their ability to overcome negative feedback
- b. Their ability to meet customer needs
- c. Their ability to isolate themselves from their customer's decision-making process
- d. Their ability to resist changes
- e. Their ability to push products to customers

ANSWER: a, b, c, d, e

29. Which of the following is most accurate with respect to a buyer's expectations of salespeople?

- a. Buyers expect salespeople to isolate themselves from the buyer's decision-making process.
- b. Buyers expect salespeople to be driven solely by profit.
- c. Buyers usually have little to no expectations of salespeople.
- d. Buyers expect salespeople to contribute to the success of the buyer's firm.
- e. Buyers expect salespeople to close a sale quickly and move on.

ANSWER: a, b, c, d, e

30. It is imperative that salespeople are honest and candid with customers because of the increasing emphasis on:

- a. pushing products to customers and moving on.
- b. generating profits for the selling firm.
- c. maintaining long-term relationships with customers.
- d. abiding by the universal code of ethics for salespeople.
- e. using transaction-focused traditional selling.

ANSWER: a, b, c, d, e

31. When salespeople alter their sales messages and behaviors during a sales presentation or as they encounter different sales situations, they are using ____.

- a. value-based selling
- b. stimulus response selling
- c. mental states selling
- d. adaptive selling
- e. the formula approach to selling

ANSWER: a, b, c, d, e

32. ____ should most likely be used when salespeople encounter buyers with different personalities, communications styles, needs, and goals.

- a. Adaptive selling
- b. Stimulus response selling
- c. Mental states selling
- d. Traditional selling
- e. The formula approach to selling

ANSWER: a, b, c, d, e

During a sales presentation on his company's new range of laptops and their

specifications, Daniel was interrupted by a few members of the audience who informed him that they were unable understand the marketing and technical jargons used in the presentation. Daniel altered his message accordingly and adjusted the presentation so that everyone could understand his message. In this scenario, Daniel most likely used ____.

33. During a sales presentation on his company's new range of laptops and their specifications, Daniel was interrupted by a few members of the audience who informed him that they were unable understand the marketing and technical jargons used in the

- a. adaptive selling
- b. mental states selling
- c. stimulus response selling
- d. consultative selling
- e. the formula approach to selling

ANSWER: a, b, c, d, e

34. Which of the following approaches to personal selling is the simplest?

- a. Stimulus response selling
- b. Need satisfaction selling
- c. Consultative selling
- d. Mental states selling
- e. Problem-solving selling

ANSWER: a, b, c, d, e

35. In ____, salespeople furnish statements, questions, actions, audio/visual aids, and demonstrations from a repertoire of words and actions designed to produce a desired response.

- a. adaptive selling
- b. stimulus response selling
- c. consultative selling
- d. problem-solving selling
- e. need satisfaction selling

ANSWER: a, b, c, d, e

36. Continued affirmation is an example of ____.

- a. problem-solving selling
- b. need satisfaction selling
- c. consultative selling
- d. mental states selling
- e. stimulus response selling

ANSWER: a, b, c, d, e

37. Which of the following statements is true of stimulus response selling?

- a. The sales message in stimulus response selling cannot be prepared before sales dialogue.

- b. It cannot be used with a canned sales presentation.
- c. It calls for the buyer to dominate the flow of conversation in sales dialogue.
- d. Inexperienced salespeople can rely on stimulus response sales methods in some settings.
- e. It is most suitable when the prospects are professional buyers.

ANSWER: a, b, c, d, e

38. Which of the following approaches to personal selling is best suited when time is severely constrained?

- a. Need satisfaction selling
- b. Adaptive selling
- c. Problem-solving selling
- d. Consultative selling
- e. Stimulus response selling

ANSWER: a, b, c, d, e

39. AIDA is an acronym for ____.

- a. action, intention, direction, and activity
- b. apathy, insecurity, deterrent, and acceptance
- c. attention, interest, desire, and action
- d. anguish, instability, displacement, and agony
- e. attrition, interrogation, development, and assessment

ANSWER: a, b, c, d, e

40. In the context of mental states selling, which of the following tactics can a salesperson use to draw the attention of a prospective customer to a product?

- a. Overcoming resistance of the prospect
- b. Build rapport with the prospect
- c. Persuading the prospect to try the product
- d. Demonstrating the product
- e. Building a sense of urgency about the product

ANSWER: a, b, c, d, e

41. Which of the following approaches to personal selling forces a salesperson to plan the sales presentation prior to calling on a customer?

- a. Need satisfaction selling
- b. Mental states selling
- c. Problem-solving selling
- d. Consultative selling
- e. Adaptive selling

ANSWER: a, b, c, d, e

42. ____ is based on the notion that the customer is buying to satisfy a particular requirement or set of requirements.

- a. Need satisfaction selling

- b. Mental states selling
- c. Consultative selling
- d. Problem-solving selling
- e. Stimulus response selling

ANSWER: a, b, c, d, e

43. Which of the following is the first step in the need satisfaction approach to selling?

- a. Presenting offers to satisfy buyer needs
- b. Continuing to sell until a purchase decision is made
- c. Generating alternative solutions
- d. Providing stimuli for positive affirmations
- e. Uncovering and confirming buyer needs

ANSWER: a, b, c, d, e

44. In need satisfaction selling, salespeople use a(n) ____ tactic to uncover important buyer needs.

- a. suggestive
- b. questioning
- c. informative
- d. influence
- e. manipulative

ANSWER: a, b, c, d, e

45. Which of the following is true of need satisfaction selling?

- a. Customer responses dominate the early portion of the sales interaction.
- b. Customers are unwilling to spend considerable time in preliminary meetings to define needs prior to a sales presentation.
- c. Salespeople use various influence tactics to alter customer needs.
- d. It goes beyond identifying customer needs to developing alternative solutions for satisfying these needs.
- e. Salespeople prefer this approach to selling when time is severely constrained.

ANSWER: a, b, c, d, e

46. ____ is an extension of need satisfaction selling.

- a. Adaptive selling
- b. Problem-solving selling
- c. Mental states selling
- d. Stimulus response selling
- e. Consultative selling

ANSWER: a, b, c, d, e

47. The ____ approach to personal selling requires educating the customer about the full impact of an existing issue and clearly communicating how the solution delivers significant customer value.

- a. need satisfaction

- b. problem-solving
- c. mental states
- d. stimulus response
- e. formula

ANSWER: a, b, c, d, e

48. Which of the following is the first step in the problem-solving approach to selling?

- a. Defining a customer's problem
- b. Building rapport with a prospective customer
- c. Gaining precommitment from a prospect to consider purchasing the seller's product
- d. Arranging the use of a sales organization's resources to resolve a customer's problem
- e. Continuing to sell until a customer's problem is resolved

ANSWER: a, b, c, d, e

49. Maria, a medical insurance agent, informs prospective customers about the potential health issues associated with current lifestyles. She successfully sells insurance policies by convincing them that a medical insurance offers financial assistance in case of an illness. In this scenario, Maria most likely uses the ____ approach to personal selling.

- a. stimulus response
- b. need satisfaction
- c. consultative
- d. mental states
- e. problem-solving

ANSWER: a, b, c, d, e

50. ____ is the process of helping customers reach their strategic goals by using the products, services, and expertise of a sales organization.

- a. Stimulus response selling
- b. Mental states selling
- c. Consultative selling
- d. Problem-solving selling
- e. Need satisfaction selling

ANSWER: a, b, c, d, e

51. Tim, a sales executive at Luzu Motors, ensures customer satisfaction through continued postsale follow-up. He addresses customer queries by coordinating with various departments at Luzu Motors and getting expert advice from their personnel. In this scenario, Tim plays the role of a ____.

- a. business consultant
- b. strategic orchestrator
- c. revenue producer
- d. market researcher
- e. negotiation expert

ANSWER: a, b, c, d, e

52. In the business consultant role, salespeople:

- a. request expert advice from production or logistics personnel to address an opportunity fully.
- b. arrange the use of the resources of sales organizations to satisfy the requirements of their customer's business.
- c. support their customers, even when an immediate sale is not expected.
- d. bring in revenue for their firms and maintain a healthy "top line" on the profit and loss statement.
- e. use internal and external sources to become an expert on their customer's business.

ANSWER: a, b, c, d, e

53. Jeff, a salesperson at Diverse Investments, a wealth management firm, educates his customers about different wealth management schemes and their advantages over traditional savings methods. Jeff also offers financial insights to customers on managing their enterprises by gaining information from various internal and external sources. In this scenario, Jeff plays the role of a ____.

- a. marketing coordinator
- b. strategic orchestrator
- c. revenue producer
- d. long-term ally
- e. business consultant

ANSWER: a, b, c, d, e

54. In the context of consultative selling, salespeople play the role of a ____ when they support customers, even when an immediate sale is not expected.

- a. negotiation expert
- b. strategic orchestrator
- c. revenue producer
- d. long-term ally
- e. business consultant

ANSWER: a, b, c, d, e

55. The most important part of a salesperson's job is:

- a. tracking accounts receivable.
- b. the sales process.
- c. training new salespeople.
- d. the market basket analysis process.
- e. attending training sessions.

ANSWER: a, b, c, d, e

56. The sales process begins with:

- a. training the sales force.
- b. locating qualified prospective customers.
- c. planning the sales presentation.
- d. planning the sales dialogue.
- e. making an appointment to see a customer.

ANSWER: a, b, c, d, e

57. Which of the following is a characteristic of sales careers?

- a. Delayed feedback on job performance
- b. Negligible job security
- c. Vegetation and monotony
- d. An annual salary of approximately \$95,000 for the average salesperson
- e. Advancement opportunities

ANSWER: a, b, c, d, e

58. Salespeople enjoy relatively good job security compared with other occupational groups most likely because:

- a. they act as revenue producers.
- b. they are long-term allies of customers.
- c. they mainly focus on the aspect of sales that deals with environmental sustainability.
- d. they initiate sales dialogues with prospects.
- e. they act as strategic orchestrators.

ANSWER: a, b, c, d, e

59. Which of the following distinguishes personal selling from other forms of marketing communications such as advertising and public relations?

- a. The opportunity to react immediately to customer feedback during sales presentations
- b. The existence of a universal code of ethics for salespeople
- c. The ability to influence customers
- d. The lack of decision-making autonomy for salespeople
- e. The availability of a well-established routine for salespeople

ANSWER: a, b, c, d, e

60. Which of the following characteristics of sales careers has increased due to multicultural diversity in customer segments?

- a. Job predictability and vegetation
- b. Job variety
- c. Compensation
- d. Immediate feedback
- e. Advancement opportunities

ANSWER: a, b, c, d, e

61. Which of the following statements is true of sales as a career?

- a. The demand for sales professionals is expected to decrease in the next five years.
- b. Sales as a profession does not offer much job security as salespeople spend a majority of their time on nonselling activities.
- c. Salespeople cannot switch industries easily, as different industries need different sales skills.
- d. Salespeople receive constant, immediate feedback on their job performance.
- e. Sales as a profession is monotonous, and salespeople have a well-established routine.

ANSWER: a, b, c, d, e

62. Sylvia, a young college graduate, is looking for a job as a sales professional because it offers her the opportunity to interact with customers from different ethnic groups. She is not interested in a traditional office job or any job that involves routine work. In the context of the features of sales jobs, Sylvia is attracted to the characteristic of ____.

- a. job security
- b. job variety
- c. independence
- d. high compensation
- e. immediate feedback

ANSWER: a, b, c, d, e

63. One of the two well-known categories of sales support personnel is ____.

- a. missionary salespeople
- b. inside salespeople
- c. order-takers
- d. order-getters
- e. pioneers

ANSWER: a, b, c, d, e

64. Which of the following is a category of sales support personnel who are not typically involved in the direct solicitation of purchase orders?

- a. Missionary salespeople
- b. Pioneers
- c. Order-getters
- d. Inside salespeople
- e. Direct-to-consumer salespeople

ANSWER: a, b, c, d, e

65. Mark is a sales support personnel who works for LiveLife Inc., a pharmaceutical company that specializes in developing drugs for cancer. On a typical day at work, he meets several physicians and gives them information about the capabilities and limitations of the drugs being developed and manufactured by the company. Thus, he can be called a(n) ____.

- a. pioneer
- b. order-taker
- c. order-getter
- d. farmer
- e. detailer

ANSWER: a, b, c, d, e

66. Salespeople who assist in design and specification processes, installation of equipment, and training of a customer's employees are called ____.

- a. technical support salespeople

- b. missionary salespeople
- c. order-takers
- d. order-getters
- e. pioneers

ANSWER: a, b, c, d, e

67. In the context of personal selling jobs that focus on new businesses, the task of ____ requires creative selling and the ability to counter the resistance to change that will likely be present in prospective customers.

- a. missionary salespeople
- b. pioneers
- c. technical support salespeople
- d. farmers
- e. order-takers

ANSWER: a, b, c, d, e

68. Which of the following statements is true of pioneers?

- a. They are nonretail salespeople who remain in their employer's place of business while dealing with customers.
- b. They focus on maintaining relationships with existing customers are not involved in creative selling.
- c. All pioneers are order-getters but all order-getters are not pioneers.
- d. They continue to work with a customer even after the completion of a sale.
- e. Route salespeople who work an established customer base are pioneers.

ANSWER: a, b, c, d, e

69. Who among the following are called hunters?

- a. Order-getters
- b. Order-takers
- c. Inside sales
- d. Farmers
- e. Detailers

ANSWER: a, b, c, d, e

70. Which of the following is a difference between pioneers and order-getters?

- a. Order-getters serve existing customers on an ongoing basis, whereas pioneers move on to new customers as soon as possible.
- b. Order-getters focus on seeking new customers, whereas pioneers focus on cultivating relationships with existing customers.
- c. Order-getters focus on providing sales support, whereas pioneers focus on generating revenue for their company.
- d. Order-getters communicate with customers through emails and phone-calls, whereas pioneers communicate face-to-face with customers.
- e. Order-getters focus on sales growth, whereas pioneers focus on technical knowledge.

ANSWER: a, b, c, d, e

71. Who among the following are called farmers?

- a. Order-takers
- b. Order-getters
- c. Inside sales
- d. Pioneers
- e. Detailers

ANSWER: a, b, c, d, e

72. Which of the following statements is true of order-takers?

- a. Their primary responsibility is stimulating the sales effort to convert prospects into customers.
- b. Their strength tends to be reliability in ensuring customer convenience.
- c. They are also known as hunters.
- d. They are less valuable to their firms than order-getters.
- e. They are salespeople who actively seek orders.

ANSWER: a, b, c, d, e

73. The role of existing-business salespeople is in direct contrast to ____.

- a. order-takers
- b. detailers
- c. farmers
- d. pioneers
- e. inside sales

ANSWER: a, b, c, d, e

74. Tim is a member of the sales department at Fresh-O-Veggie, a large grocery store. One of his major tasks includes sending weekly emails to existing customers about the latest discounts on products. He is also responsible for calling on customers and procuring routine reorders of stock items. Tim's role at Fresh-O-Veggie describes the role of a(n) ____.

- a. detailer
- b. pioneer
- c. order-getter
- d. order-taker
- e. hunter

ANSWER: a, b, c, d, e

75. The ____ has received considerable attention in recent years as an alternative to field selling.

- a. existing business operation
- b. inside-sales operation
- c. technical support operation
- d. missionary sales operation
- e. direct-to-consumer sales operation

ANSWER: a, b, c, d, e

76. Sean, a sales manager at Placit Store, is tasked with generating sales revenue, maintaining customer relationships, and performing sales support activities. This scenario illustrates the ____.

- a. combination sales job concept
- b. inside-sales operation
- c. job of technical support salespeople
- d. job of missionary salespeople
- e. job of pioneers

ANSWER: a, b, c, d, e

77. In the context of the attributes required for a successful sales career, which of the following includes asking appropriate questions and not interrupting at inappropriate times?

- a. Active listening
- b. Service orientation
- c. Adaptability
- d. Initiative
- e. Logical reasoning

ANSWER: a, b, c, d, e

78. In the context of the attributes required for a successful sales career, written communications skills:

- a. include asking appropriate questions to customers.
- b. involve actively seeking ways to help customers.
- c. include computer and other technologically facilitated communications.
- d. include persuasive communications.
- e. involve planning and executing work efficiently.

ANSWER: a, b, c, d, e

79. In the context of the attributes required for a successful sales career, which of the following attributes include bringing others together and reconciling differences?

- a. Service orientation and initiative
- b. Active listening and dependability
- c. Coordination and problem solving
- d. Dependability and attention to detail
- e. Logical reasoning and adaptability

ANSWER: a, b, c, d, e

80. In the context of the attributes required for a successful sales career, ____ refers to an individual's openness to change and devotion to continual learning.

- a. dependability
- b. adaptability
- c. integrity

- d. active listening
- e. service orientation

ANSWER: a, b, c, d, e

True / False

81. Personal selling and sales promotion are both forms of marketing communications.

- a. True
- b. False

ANSWER: True

82. Sales does not meet the criterion of making a significant contribution to society.

- a. True
- b. False

ANSWER: True

83. In a fluctuating economy, salespeople make invaluable contributions by assisting in recovery cycles and by helping to sustain periods of relative prosperity.

- a. True
- b. False

ANSWER: True

84. Consumers who are likely to be early adopters of an innovation often rely on salespeople as a tertiary source of information.

- a. True
- b. False

ANSWER: True

85. While acting as agents of innovation, salespeople invariably encounter openness to and acceptance of change from consumers in the latter stages of the diffusion process.

- a. True
- b. False

ANSWER: True

86. In the business-to-business sector, buyers are increasingly sharing their opinions, identifying problems, and asking for vendor recommendations via Twitter and LinkedIn.

- a. True
- b. False

ANSWER: True

87. As a salesperson at Spacefast, Larry is expected to identify customers but is not responsible for generating revenue.

- a. True

b. False

ANSWER: True

88. Salespeople are concerned with profitability in bottom-line terms, whereas accountants and financial staff are responsible for achieving a healthy "top line" on the profit and loss statement.

a. True

b. False

ANSWER: True

89. Salespeople are concerned only with sales revenue and not with overall profitability.

a. True

b. False

ANSWER: True

90. In recent years, marketing and sales personnel have been in strong demand for upper management positions.

a. True

b. False

ANSWER: True

91. Customers do not expect salespeople to be knowledgeable about market opportunities and relevant business trends that may affect a customer's business.

a. True

b. False

ANSWER: True

92. As salespeople serve their customers, they simultaneously serve their employers and society.

a. True

b. False

ANSWER: True

93. Unlike need satisfaction selling, stimulus response selling focuses on customers rather than on salespeople.

a. True

b. False

ANSWER: True

94. Customers who appreciate the need satisfaction selling method are often willing to spend considerable time in preliminary meetings to define needs prior to a sales presentation or written sales proposal.

a. True

b. False

ANSWER: True

95. In the problem-solving approach to selling, competitors' offerings are never included as alternatives in a customer's purchase decision.

a. True

b. False

ANSWER: True

96. The three phases of the sales process are initiating, developing, and enhancing customer relationships.

a. True

b. False

ANSWER: True

97. The independence of action traditionally enjoyed by salespeople is frequently a byproduct of decentralized sales operations in which salespeople live and work away from headquarters.

a. True

b. False

ANSWER: True

98. Starting salaries for inexperienced salespeople with a college degree typically average \$85,000–\$90,000, with opportunities to earn more through bonuses and commissions.

a. True

b. False

ANSWER: True

99. Two types of new-business salespeople are order-takers and order-getters.

a. True

b. False

ANSWER: True

100. All order-getters are also pioneers and all pioneers are also order-getters.

a. True

b. False

ANSWER: True

101. Order-takers are not too involved in creative selling.

a. True

b. False

ANSWER: True

