

Chapter 2—Building Trust and Sales Ethics

MULTIPLE CHOICE

1. LaTasha is a purchasing agent for a large construction company. Jeff is a salesperson for a building materials company and has been calling unsuccessfully on LaTasha for several weeks. LaTasha likes Jeff and believes he is selling a good product. Unfortunately, she does not feel she can rely on him if she ever had a problem with one of the orders. Which of the following best reflects the underlying problem?
- Jeff has lied to LaTasha.
 - Jeff's company needs to work on its ability to deliver orders accurately and on time.
 - LaTasha doesn't trust Jeff.
 - LaTasha is simply a tough buyer.
 - All of the above are correct.

ANS: C PTS: 1 DIF: Medium REF: p. 26
OBJ: 1

2. Which of the following best describes trust in a buyer-seller context:
- The buyer understands the salesperson
 - The salesperson is honest with the buyer
 - The buyer can rely on what the salesperson says or promises to do
 - The salesperson is able to solve the buyer's needs cost effectively
 - The salesperson is dependable

ANS: C PTS: 1 DIF: Easy REF: p. 27
OBJ: 1

3. In order for the buyer to be able to rely on what the salesperson says or promises to do, the buyer must:
- Trust the salesperson
 - Like the salesperson
 - Know the salesperson
 - Believe the salesperson is customer-oriented
 - Believe the salesperson is honest

ANS: A PTS: 1 DIF: Easy REF: p. 27
OBJ: 1

4. Which of the following is most accurate regarding successful long-term buyer-seller relationships?
- The seller almost always charges the buyer the lowest price possible.
 - The seller must conceal some cost information from the buyer in order to maintain profitability.
 - Mutual trust is crucial.
 - The seller must be honest with the buyer.
 - All of the above are accurate.

ANS: C PTS: 1 DIF: Hard REF: p. 26-27
OBJ: 1

5. The question "Do you know what you're talking about?" is addressing which component of trust?
- Competence or expertise
 - Candor
 - Customer orientation
 - Dependability

e. Compatibility

ANS: A PTS: 1 DIF: Medium REF: p. 27
OBJ: 1

6. The question "Will you recommend what is best for me?" is addressing which component of trust?
- a. Competence or expertise
 - b. Candor
 - c. Customer orientation
 - d. Dependability
 - e. Compatibility

ANS: C PTS: 1 DIF: Medium REF: p. 27
OBJ: 1

7. The question "Are you being upfront with me" is addressing which component of trust?
- a. Competence or expertise
 - b. Candor
 - c. Customer orientation
 - d. Dependability
 - e. Compatibility

ANS: B PTS: 1 DIF: Medium REF: p. 27
OBJ: 1

8. The question "Can you and your company back up your promises?" is addressing which component of trust?
- a. Competence or expertise
 - b. Candor
 - c. Customer orientation
 - d. Dependability
 - e. Compatibility

ANS: D PTS: 1 DIF: Medium REF: p. 27
OBJ: 1

9. Which of the following best describes a key difference between traditional sales tactics and trust-based relationship selling methods today?
- a. In trust-based relationship selling there is little concern for making sales.
 - b. Traditional selling tactics are always the quickest way to get a sale.
 - c. Getting orders is not important in trust-based relationship selling.
 - d. Establishing trust is more important to trust-based relationship selling methods.
 - e. Traditional sales tactics are more collaborative than trust-based relationship selling methods.

ANS: D PTS: 1 DIF: Hard REF: p. 28
OBJ: 2

10. Bill has been selling vacuum cleaners door-to-door for the past seven years. Recently he took a new job selling industrial cleaning equipment to large factories and institutions. Bill was assigned a territory that contained 35 accounts with which his company has been doing business for several years. Bill is having trouble adjusting from his role as a traditional salesperson to his role as a relational salesperson. Which of the following best reflects one of the key differences between traditional selling and relational selling that may be causing Bill some adjustment trouble.
- a. In his new job, getting orders is not important.

- b. The company he is now working for is not concerned about profits.
- c. With his new job, Bill has to build and maintain long-term relationships.
- d. The customers Bill is now calling on are only concerned about price.
- e. All of the above.

ANS: C PTS: 1 DIF: Hard REF: p. 27-28
OBJ: 2

11. Which of the following is not recognized as a trust builder?
- a. Power
 - b. Expertise
 - c. Candor
 - d. Customer orientation
 - e. Dependability

ANS: A PTS: 1 DIF: Easy REF: p. 28
OBJ: 3

12. Which of the following is not recognized as a trust builder?
- a. Customer orientation
 - b. Competence
 - c. Dependability
 - d. Candor
 - e. All of these are recognized as trust builders

ANS: E PTS: 1 DIF: Easy REF: p. 28
OBJ: 3

13. Building long-term, mutually satisfying relationships with customers requires salespeople to be:
- a. Competent
 - b. Likeable
 - c. Candid
 - d. Dependable
 - e. All of the above

ANS: E PTS: 1 DIF: Easy REF: p. 28
OBJ: 3

14. Andrew is a new sales rep for an industrial chemical supplier. Andrew makes it a point to never be late for an appointment and to always follow through immediately on promises he makes to his customers. These behaviors help Andrew build trust with his customers because they perceive him as:
- a. An expert
 - b. Candid
 - c. Dependable
 - d. Competent
 - e. Helpful

ANS: C PTS: 1 DIF: Medium REF: p. 29
OBJ: 3

15. Salespeople who always do what they say they'll do earn trust because buyers perceive them as being:
- a. Dependable
 - b. Customer oriented
 - c. Likeable
 - d. Candid

e. Knowledgeable

ANS: A PTS: 1 DIF: Medium REF: p. 29
OBJ: 3

16. Susan is a new sales rep who does not yet possess a great deal of product knowledge. She is often asked questions to which she does not know the answer. By being up front with her customers about not knowing the answers, Susan builds trust because she is perceived as:
- a. An expert
 - b. Candid
 - c. Compatible
 - d. Competent
 - e. Helpful

ANS: B PTS: 1 DIF: Medium REF: p. 30
OBJ: 3

17. Salespeople who place as much emphasis on their customer's interests as their own are perceived as being:
- a. Dependable
 - b. Customer oriented
 - c. Likeable
 - d. Candid
 - e. Knowledgeable

ANS: B PTS: 1 DIF: Medium REF: p. 30
OBJ: 3

18. Jennifer is a salesperson for a business insurance company. Recently she told several of her customers about new legislation that may adversely affect their businesses. Jennifer is earning trust because her customers will perceive her as ____.
- a. Likeable
 - b. Candid
 - c. Dependable
 - d. Customer-Oriented
 - e. Concerned

ANS: D PTS: 1 DIF: Hard REF: p. 30
OBJ: 3

19. Suppose you are salesperson for a sales force automation consulting company. After working with a potential customer for several weeks you determine that a lower-cost and lower margin solution is best for your customer. Although a more expensive and higher margin system will work, by recommending the lower-cost solution you are demonstrating:
- a. Dependability
 - b. Knowledge
 - c. Likeability
 - d. Customer orientation
 - e. Expertise

ANS: D PTS: 1 DIF: Hard REF: p. 30
OBJ: 3

20. Salespeople often adapt their appearance and communication style to that of their customers. This helps them to build trust because their customers perceive them as being:

- a. Experts
- b. Customer oriented
- c. Compatible
- d. Candid
- e. Knowledgeable

ANS: C PTS: 1 DIF: Hard REF: p. 31-32
OBJ: 3

21. Suppose you were just hired as a salesperson and are preparing for training. Which of the following is not one of the more common topics covered during initial sales training programs?
- a. Recruiting
 - b. Company history
 - c. Selling techniques
 - d. Industry history
 - e. Enhancing relationships

ANS: A PTS: 1 DIF: Hard REF: p. 32
OBJ: 4

22. Which of the following training topics does not include information that will help salespeople earn trust?
- a. Company policies
 - b. Competitive knowledge
 - c. Product knowledge
 - d. Developing customer relationships
 - e. All of the above will help salespeople learn how to earn trust.

ANS: E PTS: 1 DIF: Hard REF: p. 33
OBJ: 4

23. Which of the following best completes the sentence "It's difficult to ____ someone if I don't ____ them."?
- a. Know, trust
 - b. Know, like
 - c. Trust, like
 - d. Trust, buy from them
 - e. None of the above

ANS: C PTS: 1 DIF: Medium REF: p. 32
OBJ: 3

24. In order for salespeople to fine tune a market offer to the specific needs of their customers, they must have a strong ____ knowledge base.
- a. Industry
 - b. Competition
 - c. Technology
 - d. Product (including service and price)
 - e. Technical

ANS: D PTS: 1 DIF: Medium REF: p. 34
OBJ: 4

25. It is important for salespeople to have a complete understanding of their companies' pricing policies because:

- a. They are often responsible for negotiating price with their customers.
- b. Then they can arbitrarily charge different customers different prices.
- c. They can legally obligate the company to a quoted price.
- d. Then they will be perceived as more dependable.
- e. Both a and c are correct.

ANS: E PTS: 1 DIF: Medium REF: p. 35
OBJ: 4

26. Possessing strong product, service, and customer knowledge bases helps salespeople do a better job of:
- a. creating value-added solutions to the specific needs of their customers.
 - b. competing on price.
 - c. knowing how low they can drop the price and still make a profit.
 - d. increasing profitability by controlling selling expenses.
 - e. manipulating the customer into buying the most profitable solution.

ANS: A PTS: 1 DIF: Medium REF: p. 36
OBJ: 4

27. Steve is a new salesperson for XYZ Computer Co. and is responsible for business-to-business sales. Transferring from the engineering staff, Steve knows better than any other salesperson the technical specifications and performance statistics of the computers he sells. Unfortunately, Steve is relatively unfamiliar with how businesspeople use the computers on a day-to-day basis. Steve needs to work on his ____ knowledge.
- a. Product
 - b. Competitor
 - c. Technical
 - d. Market and Customer
 - e. Company

ANS: D PTS: 1 DIF: Hard REF: p. 36
OBJ: 4

28. Which of the following are potential resources salespeople may use to increase their market and customer knowledge base?
- a. Newspapers
 - b. World Wide Web
 - c. Trade magazines
 - d. Trade associations
 - e. All of the above are potential resources

ANS: E PTS: 1 DIF: Easy REF: p. 36
OBJ: 4

29. Which of the following most accurately reflects buyers' information needs?
- a. Generally speaking, buyers know everything they need to know about the markets in which they compete.
 - b. Buyers are not interested in factual knowledge unless it relates to fulfilling their specific needs.
 - c. Buyers are interested in learning as much factual knowledge as they can.
 - d. Buyers really don't expect salespeople to be able to provide them with valuable information.
 - e. None of the above.

ANS: B PTS: 1 DIF: Hard REF: p. 36

OBJ: 4

30. In order to better understand their own product's position in the market place, salespeople need:
- a. To be customer oriented.
 - b. A high degree of competitor knowledge.
 - c. To be candid.
 - d. A high degree of customer knowledge.
 - e. Both a and c are correct.

ANS: B PTS: 1 DIF: Medium REF: p. 37
OBJ: 4

31. In order for salespeople to be able to deliver complete *comparative* product information in sales presentations they must possess:
- a. assertiveness
 - b. adaptability
 - c. competitor knowledge
 - d. trust
 - e. customer knowledge

ANS: C PTS: 1 DIF: Medium REF: p. 37
OBJ: 4

32. Which of the following types of knowledge is probably least likely to contribute to a salesperson's expertise?
- a. Product knowledge
 - b. Competitor knowledge
 - c. Customer knowledge
 - d. Service knowledge
 - e. Historical knowledge

ANS: E PTS: 1 DIF: Medium REF: pgs. 32-38
OBJ: 4

33. Technology is providing faster and more efficient ways for salespeople to communicate with their customers. With respect to communication with their customers, whenever possible, salespeople should:
- a. Use e-mail because it is quick and can be read/sent anytime of the day or night.
 - b. Use voice mail because most people are familiar with it.
 - c. Use the web/internet because it provides 24 hour access.
 - d. Use whatever communication method the customer prefers.
 - e. Use the telephone because it is inexpensive and allows for two-way interaction.

ANS: D PTS: 1 DIF: Medium REF: p. 37
OBJ: 4

34. Which of the following types of communications technology sometimes backfires on sales organizations by actually frustrating their customers?
- a. e-mail
 - b. Web/internet
 - c. Voice mail
 - d. Pagers
 - e. Fax

ANS: C PTS: 1 DIF: Medium REF: p. 38

OBJ: 4

35. Ethics refers to:
- a. Correct behavior.
 - b. Right and wrong conduct of individuals and institutions of which they are a part.
 - c. Moral conduct as determined by the government and society.
 - d. Laws governing society.
 - e. All of the above are correct.

ANS: B PTS: 1 DIF: Medium REF: p. 38
OBJ: 5

36. Which of the following statements is most accurate with respect to sales and ethics?
- a. Ethics are universal; they're the same in every country.
 - b. Ethics are culturally based; they vary from country to country
 - c. Ethical standards are, by definition, legal standards.
 - d. It's OK for salespeople to engage in unethical behavior because buyers do all the time.
 - e. None of the above are accurate.

ANS: B PTS: 1 DIF: Hard REF: p. 38
OBJ: 5

37. What does the acronym SMEI stand for?
- a. Sales and Marketing Executives International
 - b. Senior Marketing Executives International
 - c. Self-Made Entrepreneurs International
 - d. Sales and Marketing Era Industry
 - e. None of the above

ANS: A PTS: 1 DIF: Hard REF: p.38
OBJ: 5

38. Which of the following is not one of the most common areas of unethical behavior associated with salespeople?
- a. Deceptive practices
 - b. Illegal activities
 - c. Non-customer-oriented behavior
 - d. Poor customer service
 - e. All of the above.

ANS: D PTS: 1 DIF: Medium REF: p. 38-41
OBJ: 5

39. Which of the following are considered ethical behavior?
- a. Exaggerating product benefits
 - b. Withholding relevant information from the customer
 - c. Providing answers to questions to which they do not know the answer
 - d. Both b and c
 - e. None of the above

ANS: E PTS: 1 DIF: Easy REF: p. 39
OBJ: 5

40. Which of the following are considered unethical behavior?
- a. Exaggerating product benefits

- b. Withholding relevant information from the customer
- c. Providing answers to questions to which they do not know the answer
- d. Both b and c
- e. All of the above

ANS: E PTS: 1 DIF: Easy REF: p. 39
OBJ: 5

41. Suppose Martin, a laptop computer salesperson, tells one of his customers that his laptop computers weigh only 4 pounds, and Martin knows that the laptop computers actually weigh 6 pounds. Would Martin's comment be considered unethical?
- a. Yes, because the information, which his buyer might rely upon, is deceptive.
 - b. Yes, because he is clearly lying to his customer, an act that is illegal.
 - c. No, because it is not reasonable to expect that his customer would take his comment literally.
 - d. No, because it's okay to exaggerate a product's features and benefits when talking with customers.
 - e. Yes, but only if his customer buys the laptops.

ANS: A PTS: 1 DIF: Hard REF: p. 39
OBJ: 5

42. Suppose Martin, a laptop computer salesperson, tells one of his customers that his computers are as fast as lightning. Would Martin's comment be considered unethical?
- a. Yes, because the information is deceptive, no computer is fast as lightning.
 - b. Yes, because he is clearly lying to his customer, an act that is illegal.
 - c. No, because it is not reasonable to expect that his customer would take his comment literally.
 - d. No, because it's okay to exaggerate a product's features and benefits when talking with customers.
 - e. Yes, because he is misleading the customer.

ANS: C PTS: 1 DIF: Hard REF: p. 38-41
OBJ: 5

43. Which of the following is not one of the ways in which a salesperson can create product liabilities for a company?
- a. Providing express warranties
 - b. Over-charging customers
 - c. Misrepresentation
 - d. Negligence
 - e. All of the above can create product liabilities for company

ANS: B PTS: 1 DIF: Hard REF: p. 41
OBJ: 5

44. Which of the following actions taken by salespeople may be considered unethical?
- a. Forcing a customer to buy only from the salesperson's organization
 - b. Misrepresenting their products
 - c. Offering special inducements to the employees of a prospect
 - d. Linking the sale of one of the salesperson's products to the purchase of one of the buyer's
 - e. All of the above may be considered unethical

ANS: E PTS: 1 DIF: Medium REF: p. 39
OBJ: 5

45. A salesperson wishing to limit his or her exposure to legal problems should remember to:
- Use factual data rather than general statements of praise during the sales presentation
 - Not to try and force the customer to buy only from his or her organization
 - Avoid making promises that will be difficult or impossible to honor
 - Not tamper with a competitor's product
 - Avoid making disparaging comments about a competitor's product without specific evidence

ANS: E PTS: 1 DIF: Medium REF: p. 42-43
OBJ: 5

TRUE/FALSE

1. The essence of trust is honesty.

ANS: F PTS: 1 DIF: Easy REF: p. 26
OBJ: introduction

2. Reliability is an important component of trust.

ANS: T PTS: 1 DIF: Easy REF: p. 26
OBJ: 1

3. Trust and honesty mean about the same thing.

ANS: F PTS: 1 DIF: Medium REF: p. 26
OBJ: 1

4. Just because a person is dependable does not necessarily mean they are trustworthy.

ANS: T PTS: 1 DIF: Medium REF: p. 26
OBJ: 1

5. By definition, salespeople who are honest are trustworthy.

ANS: F PTS: 1 DIF: Easy REF: p. 26
OBJ: 1

6. Competence is important component of trust.

ANS: T PTS: 1 DIF: Easy REF: p. 27
OBJ: 1

7. Trust is composed of a variety of components, including honesty, candor, competence, and customer orientation.

ANS: T PTS: 1 DIF: Easy REF: p. 26
OBJ: 1

8. It is possible for salesperson who is honest and customer oriented to not be trustworthy.

ANS: T PTS: 1 DIF: Hard REF: p. 26

OBJ: 1

9. Salespeople who develop expertise in their fields are more likely (than those who do not) to develop trust with their customers.

ANS: T PTS: 1 DIF: Medium REF: p. 28
OBJ: 3

10. Expertise is unimportant to a salesperson's ability to be perceived as competent.

ANS: F PTS: 1 DIF: Easy REF: p. 28-29
OBJ: 3

11. Trust is crucial to the success of long term business relationships.

ANS: T PTS: 1 DIF: Easy REF: p. 28
OBJ: 2

12. It is almost impossible for new salespeople to be perceived as trustworthy if they do not have an expertise in their field.

ANS: F PTS: 1 DIF: Easy REF: p. 27-28
OBJ: 3

13. Dependability is highly related to predictability.

ANS: T PTS: 1 DIF: Easy REF: p. 29
OBJ: 3

14. It's possible for someone to be candid but not honest.

ANS: F PTS: 1 DIF: Easy REF: p. 30
OBJ: 3

15. Salespeople who, while making sales presentations, cover both the pros and cons of their market offer are more likely than those who do not to be perceived as customer oriented.

ANS: T PTS: 1 DIF: Medium REF: p. 30-31
OBJ: 3

16. Salespeople who are trusted and perceived as customer oriented may be considered (by their customers) advisers rather than salespeople.

ANS: T PTS: 1 DIF: Easy REF: p. 30
OBJ: 3

17. In order for a salesperson to be customer oriented they must, at least in part, be motivated by their customers' success

ANS: T PTS: 1 DIF: Medium REF: p. 30
OBJ: 3

18. Likeability and compatibility can be used to enhance trust building.

ANS: T PTS: 1 DIF: Easy REF: p. 31-32
OBJ: 3

19. Knowledge is of little importance when it comes to building trust.

ANS: F PTS: 1 DIF: Easy REF: p. 32
OBJ: 4

20. While salespeople's knowledge of their company and their products is important to building trust, knowledge of their industry is not.

ANS: F PTS: 1 DIF: Easy REF: p. 33
OBJ: 4

21. Most customers will likely assume that salespeople are knowledgeable about the products they're selling.

ANS: T PTS: 1 DIF: Easy REF: p. 34
OBJ: 4

22. It is more important for salespeople to carry a good product than to provide good service.

ANS: F PTS: 1 DIF: Medium REF: p. 34-35
OBJ: 4

23. Salespeople may use service to differentiate themselves from their competitors.

ANS: T PTS: 1 DIF: Easy REF: p. 34-35
OBJ: 4

24. Salespeople need only be concerned with knowing the price of their products, and not their company's pricing policies.

ANS: F PTS: 1 DIF: Easy REF: p. 35
OBJ: 4

25. Salespeople need only be concerned with knowing their customers, and not the market in which their customers operate.

ANS: F PTS: 1 DIF: Easy REF: p. 36
OBJ: 4

26. For a salesperson, expertise is closely associated with knowledge of the market.

ANS: T PTS: 1 DIF: Easy REF: p. 36
OBJ: 4

27. Salespeople need to be concerned with knowing not only their products, but their competitors as well.

ANS: T PTS: 1 DIF: Easy REF: p. 37
OBJ: 4

28. A salesperson's knowledge of their competitors' products will help them better understand their own.

ANS: T PTS: 1 DIF: Easy REF: p. 37
OBJ: 4

29. Voice mail is probably the best way for salespeople to be accessible to every one of their customers.

ANS: F PTS: 1 DIF: Medium REF: p. 38
OBJ: 4

30. It is unlikely that salespeople could use technology to differentiate themselves from their competitors.

ANS: F PTS: 1 DIF: Medium REF: p. 37
OBJ: 4

31. Anything that is unethical is also illegal.

ANS: F PTS: 1 DIF: Easy REF: p. 38
OBJ: 5

32. Technology can often be a barrier to communication between salespeople and their customers.

ANS: T PTS: 1 DIF: Easy REF: p. 38
OBJ: 4

33. Ethical standards are based on society's standards..

ANS: T PTS: 1 DIF: Easy REF: p. 38
OBJ: 5

34. Sales ethics and trust are unrelated.

ANS: F PTS: 1 DIF: Easy REF: p. 38
OBJ: 5

35. When deciding what is ethical and unethical, a salesperson need only look at what is legal and illegal.

ANS: F PTS: 1 DIF: Easy REF: p. 39
OBJ: 5

36. A person's personal ethics may differ from the ethics of the company for which they work.

ANS: T PTS: 1 DIF: Medium REF: p. 38
OBJ: 5

37. The American Marketing Association has established its own code of ethics in which its members are committed to.

ANS: T PTS: 1 DIF: Medium REF: p. 38
OBJ: 5

38. Maintaining high ethical standards is important if one is to be considered a professional.

ANS: T PTS: 1 DIF: Easy REF: p. 38
OBJ: 5

39. By definition, deceptive practices are illegal practices.

ANS: F PTS: 1 DIF: Medium REF: p. 39
OBJ: 5

40. Salespeople can create product liabilities for their companies.

ANS: T PTS: 1 DIF: Easy REF: p. 41
OBJ: 5

41. A salesperson can create an express warranty to which his/her company is legally bound.

ANS: T PTS: 1 DIF: Easy REF: p. 41
OBJ: 5

42. Express warranties are written and made part of the basis of the bargain.

ANS: F PTS: 1 DIF: Easy REF: p. 41
OBJ: 5

43. Bribery is considered illegal in this country.

ANS: T PTS: 1 DIF: Easy REF: p. 39-40
OBJ: 5

44. Many companies are spending time covering ethics in their training programs.

ANS: T PTS: 1 DIF: Medium REF: p. 41
OBJ: 5

45. A salesperson's customers may initiate unethical behavior.

ANS: T PTS: 1 DIF: Medium REF: p. 42
OBJ: 5

COMPLETION

1. The extent of the buyer's competence that he or she can rely on the salesperson's integrity is called_____.

ANS: Trust

PTS: 1 DIF: Easy REF: p. 26 OBJ: 1

2. _____refers to a state of being completely free from concealment: exposed to general you or knowledge.

ANS: Openness

PTS: 1 DIF: Hard REF: p. 26 OBJ: 1

3. The salesperson's fairness and straightforwardness of conduct refers to the salespersons degree of _____.

ANS: Honesty

PTS: 1 DIF: Hard REF: p. 26 OBJ: 1

4. Consistency of a salesperson over time to do what is right is referred to as _____.

ANS: Reliability (Predictability)

PTS: 1 DIF: Medium REF: p. 26 OBJ: 1

5. _____ refers to the extent to which a salesperson is marked by impartiality and honesty.

ANS: Fairness

PTS: 1 DIF: Medium REF: p. 26 OBJ: 1

6. The ability, knowledge, and resources to meet customer expectations are collectively referred to as _____, one of the components of trust.

ANS: Expertise

PTS: 1 DIF: Medium REF: p. 28 OBJ: 3

7. Closely tied to predictability is the characteristic of _____, one of the components of trust.

ANS: Dependability

PTS: 1 DIF: Medium REF: p. 29 OBJ: 3

8. Honesty of the spoken word is called _____, one of the components of trust.

ANS: Candor

PTS: 1 DIF: Medium REF: p. 29 OBJ: 3

9. The act of salespeople placing as much emphasis on the customers interest of the room is called _____, one of the components of trust.

ANS: Customer Orientation

PTS: 1 DIF: Medium REF: p. 30 OBJ: 3

10. Companies provide extensive _____ to be sure they send knowledgeable sales representatives and field.

ANS: Training

PTS: 1 DIF: Medium REF: p. 33 OBJ: 4

11. Knowledge tools salespeople must have explained promotional programs their firms have referred to as _____ knowledge.

