Multiple Choice (20 questions, 100 points)

Choose the best answer and mark the appropriate box on the score sheet. There is only one correct answer to each question. Each question is worth five (5) points.

TEST # __________

DO NOT REMOVE THIS EXAM FROM THE EXAM ROOM

DO NOT WRITE ON THIS EXAM
1. Three examples of customer approaches include:
   a. Self-introduction, Sales control, and Merchandise
   b. Merchandise, Welcome, and Service
   c. Sales control, Service, and Merchandise
   d. Self-introduction, Service, and Welcome
   e. None of the above are correct

2. In a Feature-Benefit sales presentation, the first step is to qualify the customer. What does this entail?
   a. Telling the likes about a product or service
   b. Closing the sale
   c. Talking about the benefits to the customer
   d. Asking questions of the customer
   e. All of the above

3. What type of goals should be included in a marketing plan?
   a. Long and short term goals
   b. Corporate revenue goals
   c. Competitors’ goals
   d. Long term goals
   e. Short term goals

4. An angry customer may best be calmed if the salesperson’s voice sounds:
   a. Empathetic
   b. Sympathetic
   c. Confident
   d. Patient
   e. Condescending

5. This type of sales promotion would be considered the most difficult:
   a. Contests
   b. Displays
   c. Coupons, rebates
   d. Sweepstakes
   e. None of the above
6. How many rules are there to follow in building effective interior displays?
   a. 6
   b. 7
   c. 4
   d. 5
   e. 10

7. Using the following information, compute the net profit to a store when one, two, and three shirts are sold during the same transaction: Cost of shirt: $14.00 Retail price of shirt: $21.00 Operating expenses: $4.25
   a. $2.75, $5.50, $8.25
   b. $2.75, $4.25, $16.75
   c. $2.75, $16.75, $44.75
   d. $2.75, $9.75, $16.75

8. What are some questions an effective salesperson should answer before a face-to-face appointment?
   a. When is the next company sales goal meeting?
   b. What do I know about my prospect?
   c. What is my objective with this appointment?
   d. A, B, and C
   e. A and B only
   f. B and C only

9. Which best characterizes the steps of the buying process?
   a. Attention, interest, desire, conviction, action
   b. Interest, attention, desire, conviction, action
   c. Desire, interest, attention, conviction, action
   d. Action, attention, interest, desire, conviction

10. A compelling way to help establish urgency with a prospect is with:
    a. Consistent encouragement
    b. Potential stock clearance
    c. Aggressive advertising
    d. Silence
11. Open-ended questions:
   a. Can be answered with “yes” or “no”
   b. Begin with what, how, and why
   c. Are answered with simple statements of fact
   d. Are least effective in establishing rapport

12. Objections that are easy to overcome during a sale today include:
   a. This prospect is not the decision maker
   b. The prospect does not like the salesperson personally
   c. There is no money
   d. Not seeing an immediate benefit from the product

13. Asking questions of the customer
   a. Makes the salesperson seem ignorant
   b. Distracts the customer from their sales decision
   c. Can bring the customers needs and desires to the open
   d. All of the above

14. When taking telephone messages, your message should include:
   a. Name of person who is being called.
   b. Date, time of call, and your name or initials.
   c. Action to be taken, such as call back.
   d. All of the above.
   e. None of the above, it’s better to just have them call back later when the person is there

15. Which of the following are examples of closes?
   a. Which would you prefer, the red or blue?
   b. Please sign here so we can start you on the plan today.
   c. Would you like to be billed on the 1st or the 15th?
   d. Should we ship this to your office or another site?
   e. All of the above
16. “Are you in the middle of something urgent?” is a prime example of:
   a. Starting the face-to-face interview
   b. Defrosting a telephone cold call
   c. Establishing rapport
   d. Finding a prospect
   e. None of the above

17. Which function(s) is/are part of the sales process?
   a. Welcome customers
   b. Explaining how product features can benefit customers
   c. Asking the customer to buy
   d. All of the above
   e. A & B only

18. Selling skills can be useful in a person’s ____________ life:
   a. Personal
   b. Business
   c. Academic
   d. Extracurricular

19. The best way to handle a difficult customer is to:
   a. Let the customer talk through their anger
   b. Speak back to the customer the way he/she speaks to you
   c. Become distant and less communicative
   d. Disarm the customer by challenging them
   e. All of these

20. Which of the following is not an element of a closing demonstration?
    a. Focuses on customer benefits previously identified in the sales presentation
    b. Gives solid proof of the worth of the benefits demonstrated
    c. Uses visual aids to enhance the sales process and give prospects a vision of worth of a product being sold
    d. Assesses the prospect’s feelings about what he or she has been shown and told
    e. Focuses on price of the product or service being presented