

## Exam 3: Chapter 7, 8, 9, 10

### MULTIPLE CHOICE

1. During the sales dialogue, the salesperson should:
  - a. Present all of his or her product's features and benefits.
  - b. Present all the benefits his or her product can produce.
  - c. Present the benefits that address the buyer's key issues and needs.
  - d. Avoid asking the buyer any questions.
  - e. All of the above
2. Steve, a salesperson for XYZ Computer Co. has just finished uncovering and confirming that his prospective customer needs 50 new computers that offer high quality graphics. During his presentation, Steve should:
  - a. Secure the buyer's agreement that his computers have the lowest price on the market.
  - b. Secure the buyer's agreement that his computers offer high quality graphics.
  - c. Try to convince the buyer that having high quality graphics isn't all that important.
  - d. Talk about the graphic capabilities of his computers and then offer a quantity discount.
  - e. Both a and c
3. Which of the following is not one of the keys to effective sales dialogue?
  - a. Make sure to cover each of the product's features.
  - b. Encourage buyer feedback.
  - c. Plan and practice sales dialogue.
  - d. Focus on creating value for the buyer.
  - e. None of the above.
4. Which of the following is not an example of a response-check?
  - a. How does that sound to you?
  - b. Does this make sense to you so far?
  - c. Do you like this color?
  - d. Does that answer your concern?
  - e. All of the above are response-checks
5. A buyer indicated that a particular benefit is valuable and important. That benefit is referred to as a/an \_\_\_\_\_.
  - a. Value Feature
  - b. Value Benefit
  - c. Confirmed Benefit
  - d. Value Proposition
  - e. None of the above.
6. A major purpose of SPIN and ADAPT is to help the salesperson identify the \_\_\_\_\_ for the buyer.
  - a. Benefits
  - b. Features
  - c. Situation
  - d. Confirmed benefits
  - e. None of the above is correct.
7. When working with a buyer concerned with finding a copier possessing superior quality and durability, price is probably \_\_\_\_\_.
  - a. An import consideration
  - b. Not a feature the salesperson should address first
  - c. A cause for concern by the salesperson
  - d. A major buying motive
  - e. All of the above
8. The use of voice characteristics, examples and anecdotes, and comparisons and analogies to make sales dialogue interesting and understandable is referred to as \_\_\_\_\_.
  - a. Check-backs
  - b. Verbal support
  - c. Dialogue
  - d. Persuasion
  - e. None of the above
9. An example provided in the form of a story describing a specific incident or occurrence is referred to as a(n):
  - a. Analogy
  - b. Anecdote
  - c. Story board
  - d. Verbal episode example (VEE)
  - e. None of the above

10. A salesperson saying that using his or her sales force automation software is like having a secretary that will work for free, is using a(n):
  - a. Analogy
  - b. Anecdote
  - c. Story board
  - d. Verbal episode example (VEE)
  - e. None of the above
11. A statement that points out and illustrates the similarities between two points is called a/an \_\_\_\_\_.
  - a. Anecdote
  - b. Comparison
  - c. Example
  - d. Testimonial
  - e. None of the above are correct.
12. When demonstrating a product, the salesperson should
  - a. Make sure the product being demonstrated is typical of what is being recommended.
  - b. Demonstrate the top of the line model.
  - c. Try to keep the customer from getting too involved in the demonstration.
  - d. Be concerned about his/her ability to demonstrate the product effectively.
  - e. All of the above are correct.
13. The SPES Sequence is a powerful tool because it helps the salesperson effectively \_\_\_\_\_.
  - a. Uncover needs
  - b. Confirm benefits
  - c. Resolve objections
  - d. Utilize visual aids
  - e. Gain commitment
14. Which of the following is an example of a proof provider?
  - a. Testimonials
  - b. Case histories
  - c. Statistics
  - d. only a and b
  - e. a, b, and c are examples of proof providers
15. Sue is a salesperson attempting to get satisfied customers to go "on the record" about their experiences. Sue is trying obtain \_\_\_\_\_.
  - a. Statistics
  - b. Confirmed benefits
  - c. Anecdotes
  - d. Analogies
  - e. None of the above are correct
16. Anthony has arrived five minutes early for his sales call with a buying group from one of his accounts. He is the only one in the room. Before the meeting gets underway, Anthony should remember to \_\_\_\_\_.
  - a. Greet each group member as they arrive
  - b. Take some more time to practice his presentation
  - c. Leave the room and come back once everyone has arrived
  - d. Take a breath mint or chew some breath freshening gum
  - e. All of the above
17. When selling to groups, salespeople need to \_\_\_\_\_.
  - a. Utilize appropriate arrival tactics
  - b. Make appropriate eye contact with each member of the group
  - c. Welcome each group member's opinion
  - d. Restate or rephrase questions asked by group members
  - e. All of the above are correct
18. Which of the following best describes buyer resistance?
  - a. Price is too high
  - b. Anything the prospect says or does that slows down the buying process
  - c. Anytime the prospect says "no"
  - d. An emotional state brought on through miscommunication.
  - e. An emotional state brought on through misunderstanding
19. When presenting solutions, Chris (a salesperson) often has to handle buyer resistance. Buyer resistance is typically referred to a(n) \_\_\_\_\_.
  - a. Negative
  - b. Objection
  - c. Indicator the prospect will say no to the salesperson when asked to make a purchase
  - d. A buyer initiated challenge (BIC)
  - e. Show stopper

20. When presenting solutions, Chris (a salesperson) often has to handle buyer resistance. Chris should think of buyer resistance as a(n) \_\_\_\_\_ event.
- Negative
  - Unimportant
  - Positive
  - A buyer initiated challenge (BIC)
  - Show stopper
21. Which of the following reasons for objections is most likely to result in a lost sale?
- The prospect wants to avoid the sales interview
  - Objecting is a matter of custom
  - The prospect is not a qualified prospect
  - The prospect resists change
  - The prospect lacks information
22. Which of the following types of sales resistance is most common but usually not the most important issue?
- Quality concerns
  - Price concerns
  - Trust concerns
  - Performance concerns
  - Delivery concerns
23. LAARC is an acronym for \_\_\_\_.
- Listen, acknowledge, assess, respond, confirm
  - Listen, assess, acknowledge, respond, confirm
  - Listen, ask, reply, confirm
  - Listen, ask, reply, consider
  - None of the above
24. LAARC is a tool for helping salespeople \_\_\_\_.
- Present features and benefits
  - Overcome resistance
  - Uncover needs
  - Use visual aids
  - Remember to ask for the order
25. Alan, a salesperson for ABC Industrial Equipment, finds most of his customers express resistance based on the fact that ABC's delivery time is one week longer than most of its competitors. Alan usually handles that resistance by reviewing with the customers all of the confirmed benefits the product provides. Alan is using the \_\_\_\_\_ method for handling resistance.
- Forestalling
  - Direct denial
  - Translation
  - Transition
  - Compensation
26. Just before moving into the securing commitment and closing stage, a salesperson should \_\_\_\_.
- Review with the customer all of the product's features and benefits
  - Summarize the confirmed benefits
  - Disclose the price of the product
  - Remind the customer of their concerns
  - All of the above are accurate
27. Statements from the buyer that indicate his/her interest in making a purchase are called \_\_\_\_.
- Purchase requests
  - Commitment signals
  - Objections
  - Trial commitments
  - All of the above
28. Which of the following is not a technique for earning commitment?
- Direct Commitment
  - Translation
  - Summary commitment
  - Balance sheet commitment
  - Alternative choice
29. "Would you like to place an order today?" is an example of which type of technique to earn commitment?
- Direct commitment
  - Boomerang method
  - Summary commitment
  - Balance sheet commitment
  - Alternative choice
30. Initially, if a salesperson fails to earn the buyer's commitment, he/she should first?
- Attempt once again to gain the buyer's commitment (i.e., make a sale)
  - Thank the buyer for their time
  - Attempt to get another appointment with the buyer
  - Probe to try to find out why the buyer is resistant
  - None of the above

31. Adding value refers to the process of:
- Increasing the price
  - Increasing revenue
  - Improving a product or service for the customer
  - Doing more with less
  - Obtaining competitive information
32. Ethan is a salesperson for an industrial equipment manufacturer. Once a prospect becomes a new customer, Ethan looks for ways to improve the products and services his company provides the new customer in order to convert him/her into a loyal customer. In other words, Ethan looks for ways to:
- Sell more
  - Add value
  - Keep up-to-date
  - Stay competitive
  - Both A and C are correct.
33. Why is it important to assess customer satisfaction?
- Doing so helps build customer trust
  - Doing so provided competitive information
  - It isn't important as long as the company is profitable
  - Assessing satisfaction is a ploy used to begin the next sales cycle
  - Both A and C are correct.
34. Kim is a salesperson who is able to use her knowledge of her customers and their industries to create value-added interactions and generate meaningful relationships between her and her customers. Which of the four sequential components of effective follow-up is Kim utilizing?
- Interact
  - Connect
  - Understand
  - Relate
  - Encourage
35. Scott is a salesperson who works to maximize the number of critical encounters with his customers in order to encourage effective dialogue. Which of the four sequential components of effective follow-up is Scott utilizing?
- Interact
  - Connect
  - Understand
  - Relate
  - Encourage
36. CRM is an acronym for:
- Customer Relationship Maker
  - Consumer Relationship Maker
  - Customer Relations Manager
  - Customer Relations Management
  - Customer Relationship Management
37. With respect to customer training, salespeople should
- Leave the training to the training experts.
  - Encourage customers to provide their own training.
  - Always use it as a bargaining tool when trying to get the buyer to make a purchase.
  - Be involved either directly or indirectly in the training process unless otherwise specified by the customer.
  - None of the above are correct.
38. Which of the following is not one of the steps for handling complaints?
- Get the whole story
  - Ask the customer what he/she would like you to do
  - Gain agreement on a solution
  - Follow through on all promises
  - All the above are steps for handling complaints
39. High performing salespeople with strong self-leadership skills:
- Treat time as a valuable and irreplaceable resource
  - Rarely plan out their days because sales requires schedule flexibility
  - Leave at least two hours open in their daily schedules because sales requires schedule flexibility
  - Often have trouble because they try to squeeze to many appointments into each day
  - Are known for working harder not smarter
40. Ethan is a salesperson who likes to set goals and objectives. Within the context of effective self-leadership, Ethan sets goals and objectives because:
- He is required to do so by his manager
  - Doing so helps him make better planning decisions
  - He wants to impress his manager
  - He wants to challenge himself to work harder
  - Each of the above is correct

41. Suppose you are salesperson for a company that manufactures and sells industrial equipment. Two or three of your key accounts periodically have special delivery needs that are difficult to accommodate. Which of the following represents the action you should probably take to avoid losing the accounts by ensuring customer satisfaction among them?
- Form a close partnership with your customer service department and have them alert you when these customers complain because their special delivery needs cannot be met.
  - Work closely with these key accounts and explain to them the difficulty in meeting their special delivery requirements.
  - Form a close partnership with individuals in the marketing department to design special marketing incentives that will offset your company's inability to meet the special delivery requirements of those key accounts.
  - Form a close partnership with individuals involved in order fulfillment (e.g., shipping and transportation) in an effort to make sure they are committed to meeting the special delivery requirements of those key accounts.
  - None of the above is appropriate.
42. Setting clear goals helps salespeople:
- Focus on what's important
  - Know where to begin and how to proceed
  - Know when they've accomplished something important/strategic
  - Avoid drifting from task to task making little strategic progress
  - All of the above
43. Suppose a salesperson tells you that one of their goals is to increase sales by 5%. Which of the following is probably your best response if the salesperson asked you for feedback related to the goal?
- That sounds like an ineffective goal because it does not include a time frame.
  - That sounds like an effective goal, provided increasing sales is challenging to you.
  - That sounds like an ineffective goal because increasing sales is not realistic.
  - That sounds like an effective goal because it is specific.
  - None of the above is accurate.
44. Placing existing customers and prospects in categories based on their sales potential is called \_\_\_\_\_.
- Territory management
  - Prospecting
  - Account classification
  - Customer management
  - Sales management
45. Which of the following common sales call routing plan patterns is best used when accounts are concentrated in different parts of the territory?
- Straight line plan
  - Cloverleaf plan
  - Circular plan
  - Leapfrog plan
  - Major city plan
46. Scott is a salesperson with a very large territory and whose accounts are clustered in the several widely dispersed groups?
- Straight line plan
  - Cloverleaf plan
  - Circular plan
  - Leapfrog plan
  - Major city plan
47. Which of the following statements about sales technology automation is untrue?
- Many sales managers believe that the best salespeople are those who stay up with changes in, and developments of technologies with selling applications.
  - Sales force automation tools allow salespeople to expand their available resources for enhanced selling performance and outcomes.
  - For most salespeople, the use of sales technology improves their efficiency and productivity while reducing their creativity and ability to innovate.
  - Selling technology is changing rapidly.
  - All the above are true.
48. Steve is looking for a way to analyze customer data from his territory in an effort to identify new opportunities for sales revenue growth. \_\_\_\_\_ could help Steve with this task.
- Conducting a sales audit
  - Cloud computing
  - Sales call auditing software
  - Deal analytics
  - Customer Relationship Management

49. What is another name for a company's internal Internet?
- a. Mainframe
  - b. Intranet
  - c. Local Area Network (LAN)
  - d. Extranet
  - e. None of the above
50. Successful teamwork usually results in synergy. Which of the following best describes what this means?
- a. The output of the individuals is combined or "syn"thesized to increase productivity.
  - b. Working in teams saves energy.
  - c. The outcomes and results are greater for all parties than would be possible with multiple individuals acting independent of one another.
  - d. The outcomes and results are evenly shared among members resulting in greater harmony than would be possible with multiple individuals acting independent of one another.
  - e. None of the above are correct