Exam Review: Chapter 1, 2, 3

***Remember:*** you can bring one piece of paper (81/2 x 11) front and back with your notes to help you on the exam.

1. Characteristics of successful sales people today
2. What do buyers want in sales people: content, reviews, passion, ability to listen, honesty
3. Define personal selling
4. How do salespeople spend their time
5. How is personal selling different from other forms of marketing communication
6. Trust-based relationship selling
7. Define customer value
8. What is a sales dialogue
9. What does teamwork require
10. Sales professionalism
11. Contributions of personal selling
12. 5 basic alternative personal selling approaches
13. Trust based sales process – nonselling activities
14. Characteristics of career in sales
15. Common types of sales positions
16. Skills required for success in sales
17. Define trust
18. Different components of trust
19. Importance of trust
20. Questions a salesperson needs to answer to gain trust
21. Knowledge bases to build trust and relationships
22. Define ethics
23. Unethical sales behaviors
24. Types of buyers
25. Characteristics of Business markets
26. Steps in the buying process in the business marketplace
27. Need gap
28. Types of buyer needs
29. Determination and description
30. RFP
31. Post purchase evaluation attributes
32. Team player
33. Communication style matrix: Amiables, analyticals, drivers, expressives
34. Buying teams
35. Engaging customers