

## Test Review

### Professional Selling: Chapter 4, 5, 6

1. Define trust-based selling
2. Verbal dimension of communication
3. Non-verbal dimension of interpersonal communication
4. 5 Requirements of effective selling
5. Open end questions, closed end questions, dichotomous
6. Probing, evaluative, tactical, reactive questions (what they are and examples)
7. Objectives of strategic questioning using SPIN
8. Types of questions under SPIN
9. ADAPT definition
10. Effective listeners characteristics
11. Keys to effective listening
12. 6 Facets of listening
13. Non-verbal communication definition and elements
14. Define prospecting and importance
15. Prospecting methods and objectives
16. Qualified prospects
17. 4 elements in Developing a strategic prospecting plan
18. Preparing a sales call vs. sales presentations
19. Types of Sales communications
20. Parts of the Sale Proposal
21. Sales dialogue template
22. Creating a value proposition
23. Types of buying motives
24. Engaging the customer
25. Salesperson actions once an appointment is made.