

Student: _____

1. Selling is a separate discipline rather than a component of marketing.
True False
2. For the last two decades, Gallup has found that used car salespeople were rated higher on perceived honesty and ethical standards than other salespeople.
True False
3. Personal selling refers to the personal communication of information to unselfishly persuade a prospective customer to buy something that satisfies that individual's needs.
True False
4. Salespeople should be self-directed, aggressive, and persuasive to be successful.
True False
5. As interest in serving others improves, a person's self-interest lessens.
True False
6. A person is involved in selling when he/she wants someone to do something.
True False
7. Professional salespeople attribute results to external elements such as to employer, customers, and economy.
True False
8. Golden rule salespeople attribute results to others and believe that money is to be shared.
True False
9. A retail salesperson sells goods or services to consumers for personal and business use.
True False
10. Customer contact person is another name for a salesperson.
True False
11. Direct sellers sell face-to-face to consumers who use the products for their personal use.
True False
12. A wholesale salesperson is one who sells products to parties for resale, for use in producing other goods or services, and for operating an organization.
True False
13. A detail salesperson concentrates on directly soliciting orders.
True False
14. A service salesperson must sell the benefits of intangible products such as financial, advertising, or computer repair services.
True False
15. Order-getters ask what the customers want or wait for customers to order.
True False
16. Jobs such as inside retail sales and outside delivery are performed by order-getters.
True False

17. A divisional sales manager is ranked higher than a regional sales manager in the upward sequence of job movements during a sales career.
True False
18. Nonfinancial rewards given by the company are referred to as incentives.
True False
19. Because sales jobs offer higher nonfinancial rewards than most other areas of corporate America, the compensation of salespeople is typically lower than that of workers in areas like production who are at a comparable level in the organization.
True False
20. Many companies recognize the value of keeping some salespeople in the field for their entire sales career.
True False
21. The first managerial level usually given to the salespeople is the district sales manager's position.
True False
22. Top salespeople speak the other person's language, both in verbal and nonverbal communication.
True False
23. The salesperson's job is to present the necessary information for the buyer to make an educated decision though they are under pressure to sell.
True False
24. Self-control concerns a person's intelligence and discipline rather than his/her emotions, passions, or desires.
True False
25. Imposing strict limitations on themselves is important to be successful as salespeople.
True False
26. An outside salesperson operates with less direct supervision compared to other employees in an organization.
True False
27. As manager of a territory, a salesperson provides service to customers and helps them resell the products.
True False
28. Salespeople should not provide information to their companies or customers on such topics as competitors' activities.
True False
29. Conceptual skill is a cognitive ability to see the selling process as a whole and the relationship among its parts.
True False
30. Conceptual skills are especially important for the creative order-getters than the other sellers.
True False
31. Practice alone is enough to learn how to sell.
True False
32. Salespeople need not increase sales in old accounts if they are generating a sufficient quantity of new customers.
True False

33. The sales process refers to the salesperson's sequential series of actions and ends with the customer taking a desired action such as buying the product.
True False
34. Acts such as obtaining interviews, determining sales call objectives, and designing sales presentation strategies are collectively referred to as prospecting.
True False
35. Trial close refers to asking prospect's opinion after overcoming each objection and immediately before the close.
True False
36. Surveys have found that salespeople are rated low on ethics and honesty. What is the number one reason for these low ratings?
A. Many feel that the products are priced high.
B. Many feel that they may not be able to trust a salesperson.
C. People perceive that most products are of low quality.
D. Salespeople cannot evoke impulsive buying through sales calls.
E. The sales force is devoid of qualified and trained personnel.
37. _____ is traditionally defined as the personal communication of information to persuade a prospective customer to buy something which satisfies that individual's needs.
A. Marketing
B. Personal selling
C. Public relations
D. Advertising
E. Promotion
38. A new and more appropriate definition of personal selling:
A. relates it more closely to transactional marketing.
B. identifies electronic selling as the most effective channel.
C. stresses the importance of being unselfish.
D. excludes telemarketing activities.
E. substitutes the word "relationship marketing" for "personal selling."
39. The _____ refers to the sales philosophy of unselfishly treating others as you would like to be treated.
A. Golden Rule of Personal Selling
B. reciprocity principle
C. 80/20 principle of sales
D. ABCS principle of sales
E. equity theory of sales
40. The Golden Rule of personal selling refers to the sales philosophy of:
A. unselfishly treating others as you would like to be treated.
B. giving more importance to sales maximization than profit maximization.
C. making sales mutually beneficial to the buyer and seller.
D. obtaining a financial benefit by helping others.
E. realizing a major part of the profit from only a few customers.
41. Anderson is a used cars salesperson and he believes in the Golden Rule of Personal Selling. He would feel that:
A. profit maximization is the ultimate goal of business.
B. an action is acceptable if it is legally correct.
C. salespeople should be driven by pride and achievement orientation.
D. results are attributed to the personal efforts of individuals.
E. the results that he obtained are to be attributed to others.

42. A salesperson who adheres to the Golden Rule of Personal Selling:
- A. is primarily motivated by money.
 - B. is driven by pride.
 - C. does what they think they can get away with.
 - D. finds others' interests most important.
 - E. requires intensive monitoring.
43. Professional salespeople:
- A. are not driven by pride and ego.
 - B. believe service is more important than money.
 - C. enjoy recognition and share if it suits their purpose.
 - D. feel that an individual's performance is due to others.
 - E. do what they think they can get away with.
44. Which of the following is the logical order of salespeople based upon decreasing self-interest?
- A. Golden Rule, traditional, professional
 - B. traditional, Golden Rule, professional
 - C. professional, traditional, Golden Rule
 - D. Golden Rule, professional, traditional
 - E. traditional, professional, Golden Rule
45. _____ refers to making a contribution to the welfare of others.
- A. Sales
 - B. Relationship
 - C. Association
 - D. Service
 - E. Exchange
46. The person who telephoned James last night to ask him if he was interested in adding HBO and Cinemax to his current television cable system would be classified as a(n):
- A. relationship seller.
 - B. retail salesperson.
 - C. order-taker.
 - D. account representative.
 - E. sales engineer.
47. The person behind the counter at McDonald's who enters your order, takes your money, and hands you your food is a(n):
- A. retail salesperson.
 - B. sales executive.
 - C. order-getter.
 - D. direct salesperson.
 - E. account representative.
48. _____ sell face-to-face to consumers, typically in their homes, who use the products for their personal use.
- A. Detail salespeople
 - B. Sales engineers
 - C. Direct sellers
 - D. Account representatives
 - E. Wholesale salespeople
49. Peter sells electrical supplies to retailers and home builders. Peter's organization buys the electrical supplies from various manufacturers. Peter can be best classified as a(n) _____.
- A. retail salesperson
 - B. detail salesperson
 - C. accounts representative
 - D. wholesale salesperson
 - E. sales engineer

50. A(n) _____ concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.
- A. sales engineer
 - B. account representative
 - C. detail salesperson
 - D. retail salesperson
 - E. service salesperson
51. Robert Clarence is a(n) _____ for a manufacturer of restaurant-grade appliances. He does not directly solicit orders. His primary duties involve promotional activities such as introducing and demonstrating new products at trade shows.
- A. retail salesperson
 - B. detail salesperson
 - C. sales engineer
 - D. service salesperson
 - E. account representative
52. An account representative:
- A. concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.
 - B. sells products that call for technical know-how and an ability to discuss technical aspects of the product.
 - C. sells tangible, highly complex products to industrial buyers.
 - D. calls on a large number of already established customers and asks for the orders.
 - E. must sell the benefits of intangible or nonphysical products such as financial services.
53. A sales engineer:
- A. services the retail products sold to customers.
 - B. services the industrial products sold to institutions.
 - C. sells products directly to consumers.
 - D. is also known as an order-taker.
 - E. sells products that call for technical know-how.
54. Kevin contacted his local phone company yesterday and talked to the receptionist about whether or not it is possible to have an Internet connection without having local phone service. The receptionist is likely to have put him in touch with a(n):
- A. detail salesperson.
 - B. retail salesperson.
 - C. order-taker.
 - D. account representative.
 - E. sales engineer.
55. In which of the following industries are you most likely to find a sales engineer being used?
- A. Apparel
 - B. Heavy equipment
 - C. Home healthcare
 - D. Pet supplies
 - E. Industrial products
56. Billy Marshall sells blank aluminum cans for soda manufacturers to fill. Billy would be best classified as a(n):
- A. detail salesperson.
 - B. account representative.
 - C. sales engineer.
 - D. direct salesperson.
 - E. industrial products salesperson.

57. Laura sells drawer pulls, hinges, and other decorative metal pieces used in the manufacture of furniture. Since the products that she sells to the furniture makers are nontechnical in nature, Laura could be best described as a(n):
- A. account representative.
 - B. detail salesperson.
 - C. sales engineer.
 - D. order-taker.
 - E. industrial products salesperson.
58. Order-takers:
- A. use creative sales strategies.
 - B. face more difficult selling situations than order-getters.
 - C. usually earn much more than order-getters.
 - D. are hired to bring in additional business.
 - E. rely on well-executed sales presentations.
59. Which of the following statements about order-getters is true?
- A. They often face the most powerful resistance.
 - B. They do not solicit orders from customers directly.
 - C. They do not use sales presentations when calling on prospects.
 - D. They often do not have a clear sales strategy.
 - E. They wait for customers' orders.
60. Which of the following is one of the reasons why people choose sales jobs?
- A. A salesperson faces less pressure compared to most other jobs.
 - B. A sales job provides high relative freedom of any career.
 - C. Accountability is limited for a person doing sales job.
 - D. A salesperson needs lesser skills than people doing other jobs.
 - E. Sales jobs' fixed salary is higher compared to most other jobs.
61. In a large firm like Hewlett-Packard or General Electric, a salesperson's career path usually begins at the level of:
- A. technical support person.
 - B. sales representative.
 - C. sales trainee.
 - D. key account salesperson.
 - E. assistant manager.
62. Which of the following positions appears lower than other positions in the upward sequence of job movements during a sales career?
- A. District sales manager
 - B. Key account salesperson
 - C. Regional sales manager
 - D. Area sales manager
 - E. Divisional sales supervisor
63. In addition to performance, the salary earned by a sales manager is closely related to the:
- A. annual sales volume of the industry the firm is in.
 - B. salary earned by his subordinates.
 - C. the number of products lines the firm has.
 - D. annual sales volume of his/her firm.
 - E. number of years he/she has spent in the company.
64. Which of the following is the best example of a nonfinancial reward?
- A. The feeling of self-worth
 - B. Vacation packages offered to salespeople
 - C. Employee stock option
 - D. Variable sales incentive
 - E. Tax benefit

65. A senior salesperson regularly contacts the larger, more important customers. This function is referred to as a(n) _____ sales position.
- A. technical
 - B. imagery
 - C. key account
 - D. composite
 - E. alternate
66. Usually, the first sales management position to which a salesperson is promoted is:
- A. senior salesperson.
 - B. key sales manager.
 - C. regional sales manager.
 - D. divisional sales manager.
 - E. district sales manager.
67. The acronym SSUCCESS is used in selling to help you remember the eight:
- A. most frequently listed characteristics needed to be successful in sales.
 - B. steps required to create a customer profile.
 - C. mental stages through which customers pass as they decide to buy.
 - D. types of knowledge a salesperson needs to succeed.
 - E. steps to creating an effective sales presentation.
68. Which of the following is NOT part of the acronym SSUCCESS?
- A. Use of the Golden Rule
 - B. Stamina for the job
 - C. Personal characteristics
 - D. Strategic thinking
 - E. Cultural sensitivity
69. The "heart" of the eight work characteristics for sales success is:
- A. sales knowledge.
 - B. cultural sensitivity.
 - C. love of selling.
 - D. communication ability.
 - E. stamina for the job.
70. Which of the following statements about sales success is true?
- A. For success in sales, it is more important to speak well than to listen well.
 - B. Today's salespeople make contributions to the welfare of others through service.
 - C. Operational orientation is more important to salespeople than strategic orientation.
 - D. Successful salespeople are focused on closing than the other aspects of sales.
 - E. Physical attributes such as stamina are not requisite for sales success.
71. People like to buy, not be sold; and they like to buy from people they know and trust. This shows the importance of using:
- A. the Golden Rule of Selling.
 - B. traditional methods of selling.
 - C. a transactional approach to sales.
 - D. the trial close ahead of close.
 - E. an alternative sales close.
72. The basic competencies of selling to be possessed by professional salespeople include selling skills and _____.
- A. accounting knowledge
 - B. product knowledge
 - C. an outgoing personality
 - D. a college degree
 - E. computer knowledge

73. _____ is the most difficult trait for a salesperson to develop and it concerns one's emotions, passions, and desires.
- A. Personalization
 - B. Conceptual orientation
 - C. Internalization
 - D. Self-control
 - E. Technical orientation
74. Since it is essential to build a long-term relationship with buyers, the salesperson's job is to:
- A. persuade the customer to perform the desired action without much delay.
 - B. coerce the customer to make a decision in favor of the company as early as possible.
 - C. present necessary information for the buyer to make an educated decision.
 - D. influence the customer-decision making process by manipulating available information.
 - E. make sales presentations that are favorable to the company.
75. Which of the following is NOT one of the four main elements in the customer relationship process used by salespeople to build long-term relationships?
- A. Service
 - B. Competitor analysis
 - C. Gaining commitment
 - D. Needs analysis
 - E. Presentation of product benefits
76. When Emerson performs the functions of planning, organizing, and executing activities that increase sales and profits in his district, he is performing the duties associated with:
- A. operations management.
 - B. organizational accounting.
 - C. district marketing.
 - D. territory management.
 - E. accounts management.
77. Which of the following statements about a salesperson's duties as a territory manager is true?
- A. The success of a salesperson is wholly dependent on his/her product knowledge.
 - B. Salespeople are not expected to manage items such as damaged goods.
 - C. Salespeople provide various solutions to customers' problems.
 - D. A salesperson producing a sufficient number of new accounts each period is not expected to increase sales in his/her existing accounts.
 - E. A salesperson's responsibility ends when a product is sold to the customer and the service person's responsibilities begin.
78. Wiley Sebastian is a new salesperson. Which of the following is expected of him as a part of providing service to his customers?
- A. Develop new products
 - B. Perform all sales activities without any assistance
 - C. Involve only in prospecting and cold-calling
 - D. Create technical research analyses reports
 - E. Work at the customer's business when required
79. As the manager of a territory, the salesperson:
- A. is required to continually engage in new product development.
 - B. concentrates more on new customers than handling existing customers.
 - C. performs selling activities and avoids nonselling activities.
 - D. provides his/her company with market information.
 - E. sells products to customers rather than help educate them on the use of the products.

80. _____ skill is the cognitive ability to see the selling process as a whole and the relationship among its parts.
- A. Human
 - B. Observational
 - C. Conceptual
 - D. Technical
 - E. Developmental
81. The skills a salesperson needs to perform his/her job can be categorized into three areas. According to the text, which of the following is an example of a conceptual skill?
- A. Mastery of selling techniques
 - B. Planning ability
 - C. Ability to be sympathetic
 - D. Interpersonal skills
 - E. Ability to work with other people
82. The three categories of skills needed by the successful salesperson can be summarized as:
- A. conceptual, human, and technical skills.
 - B. personal, mental, and spiritual skills.
 - C. communication, relationship-building, and empathy skills.
 - D. sales features, advantages, and benefits.
 - E. order-getting, order-taking, and service-providing skills.
83. Arthur is the sales representative of a pharmaceutical company. He is liked by his clients and he likes them. He is never critical and unsympathetic of his customers. Here Arthur is displaying _____ skills.
- A. networking
 - B. operational
 - C. technical
 - D. human
 - E. conceptual
84. Which of the following can be considered as an example of technical skills?
- A. Analytical ability
 - B. Strategic thinking
 - C. Interpersonal ability
 - D. Planning ability
 - E. Ability to work with other people
85. _____ skills refer to the seller's understanding and proficiency in the performance of specific tasks.
- A. Conceptual
 - B. Operational
 - C. Automated
 - D. Transactional
 - E. Technical
86. Which of the following statements on customer-oriented selling is true?
- A. Finding new customers is more important than selling to repeat customers.
 - B. Loyal customers listen to the seller but pay high attention to the seller's competition also.
 - C. It will not be possible for a seller to know his customers' business.
 - D. Technology plays only a small role in modern selling.
 - E. The key to customer retention is customer satisfaction.
87. The _____ refers to the salesperson's sequential series of actions that leads toward the customer taking a desired action and ends with a follow-up to ensure purchase satisfaction.
- A. sales process
 - B. prospecting cycle
 - C. sales design
 - D. selling order
 - E. sales schedule

88. During the _____ step of the selling process, salespeople would locate potential buyers.
- A. prospecting
 - B. preapproach
 - C. approach
 - D. presentation
 - E. selection
89. In terms of the selling process, what is the next step once a salesperson has satisfactorily answered an objection voiced by his/her prospect?
- A. Follow-up
 - B. Approach
 - C. Trial close
 - D. Presentation
 - E. Close
90. _____ is the final step in the selling process.
- A. Presentation
 - B. Meeting objections
 - C. Sale closing
 - D. Follow-up and service
 - E. Sales delivery
91. How do salespeople impact society?
92. What is the traditional definition for personal selling? How does the traditional definition differ from the new one in the text?
93. List the six major reasons for choosing a sales career.
94. Briefly describe the main types of manufacturer sales positions.

95. Briefly explain the differences between order-takers and order-getters.
96. What are the two types of rewards that salespeople can earn? Give an example of each.
97. What does the acronym SSUCCESS signify? Explain briefly.
98. List the four main elements in the customer relationship process.
99. List the functions of a territory manager.
100. List and briefly explain three important categories of skills that are necessary for a salesperson's success.

1 Key

1. Selling is a separate discipline rather than a component of marketing.
(p. 5) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #1
Learning Objective: 01-01 Define and explain the term selling.*

2. For the last two decades, Gallup has found that used car salespeople were rated higher on perceived honesty and ethical standards than other salespeople.
(p. 6) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #2
Learning Objective: 01-01 Define and explain the term selling.*

3. Personal selling refers to the personal communication of information to unselfishly persuade a prospective customer to buy something that satisfies that individual's needs.
(p. 7) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #3
Learning Objective: 01-02 Explain why everyone sells; even you.*

4. Salespeople should be self-directed, aggressive, and persuasive to be successful.
(p. 7) **FALSE**

*Difficulty: Medium
Futrell - Chapter 01 #4
Learning Objective: 01-02 Explain why everyone sells; even you.*

5. As interest in serving others improves, a person's self-interest lessens.
(p. 8) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #5
Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.*

6. A person is involved in selling when he/she wants someone to do something.
(p. 8) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #6
Learning Objective: 01-02 Explain why everyone sells; even you.*

7. Professional salespeople attribute results to external elements such as to employer, customers, and economy.
(p. 9) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #7
Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.*

8. Golden rule salespeople attribute results to others and believe that money is to be shared.
(p. 9) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #8
Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.*

9. A retail salesperson sells goods or services to consumers for personal and business use.
(p. 10) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #9
Learning Objective: 01-04 Discuss the reasons people might choose a sales career.*

10. Customer contact person is another name for a salesperson.
(p. 10) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #10
Learning Objective: 01-04 Discuss the reasons people might choose a sales career.*

11. Direct sellers sell face-to-face to consumers who use the products for their personal use.

(p. 11) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #11*

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

12. A wholesale salesperson is one who sells products to parties for resale, for use in producing other goods or services, and for operating an organization.

(p. 11) **TRUE**

*Difficulty: Medium
Futrell - Chapter 01 #12*

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

13. A detail salesperson concentrates on directly soliciting orders.

(p. 12) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #13*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

14. A service salesperson must sell the benefits of intangible products such as financial, advertising, or computer repair services.

(p. 12) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #14*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

15. Order-getters ask what the customers want or wait for customers to order.

(p. 13) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #15*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

16. Jobs such as inside retail sales and outside delivery are performed by order-getters.

(p. 13) **FALSE**

*Difficulty: Medium
Futrell - Chapter 01 #16*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

17. A divisional sales manager is ranked higher than a regional sales manager in the upward sequence of job movements during a sales career.

(p. 14) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #17*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

18. Nonfinancial rewards given by the company are referred to as incentives.

(p. 15) **FALSE**

*Difficulty: Easy
Futrell - Chapter 01 #18*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

19. Because sales jobs offer higher nonfinancial rewards than most other areas of corporate America, the compensation of salespeople is typically lower than that of workers in areas like production who are at a comparable level in the organization.

(p. 15) **FALSE**

*Difficulty: Medium
Futrell - Chapter 01 #19*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

20. Many companies recognize the value of keeping some salespeople in the field for their entire sales career.

(p. 16) **TRUE**

*Difficulty: Easy
Futrell - Chapter 01 #20*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

21. The first managerial level usually given to the salespeople is the district sales manager's position.

(p. 16)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #21

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

22. Top salespeople speak the other person's language, both in verbal and nonverbal communication.

(p. 18)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #22

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

23. The salesperson's job is to present the necessary information for the buyer to make an educated decision though they are under pressure to sell.

(p. 20)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #23

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

24. Self-control concerns a person's intelligence and discipline rather than his/her emotions, passions, or desires.

(p. 20)

FALSE

Difficulty: Medium
Futrell - Chapter 01 #24

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

25. Imposing strict limitations on themselves is important to be successful as salespeople.

(p. 22)

FALSE

Difficulty: Medium
Futrell - Chapter 01 #25

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

26. An outside salesperson operates with less direct supervision compared to other employees in an organization.

(p. 23)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #26

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

27. As manager of a territory, a salesperson provides service to customers and helps them resell the products.

(p. 24-25)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #27

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

28. Salespeople should not provide information to their companies or customers on such topics as competitors' activities.

(p. 26)

FALSE

Difficulty: Medium
Futrell - Chapter 01 #28

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

29. Conceptual skill is a cognitive ability to see the selling process as a whole and the relationship among its parts.

(p. 27)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #29

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

30. Conceptual skills are especially important for the creative order-getters than the other sellers.

(p. 27)

TRUE

Difficulty: Easy
Futrell - Chapter 01 #30

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

31. Practice alone is enough to learn how to sell.
(p. 27) **FALSE**

Difficulty: Easy
Futrell - Chapter 01 #31

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

32. Salespeople need not increase sales in old accounts if they are generating a sufficient quantity of new customers.
(p. 28-29) **FALSE**

Difficulty: Easy
Futrell - Chapter 01 #32

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

33. The sales process refers to the salesperson's sequential series of actions and ends with the customer taking a desired action such as buying the product.
(p. 31) **FALSE**

Difficulty: Medium
Futrell - Chapter 01 #33

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

34. Acts such as obtaining interviews, determining sales call objectives, and designing sales presentation strategies are collectively referred to as prospecting.
(p. 32) **FALSE**

Difficulty: Easy
Futrell - Chapter 01 #34

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

35. Trial close refers to asking prospect's opinion after overcoming each objection and immediately before the close.
(p. 32) **TRUE**

Difficulty: Easy
Futrell - Chapter 01 #35

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

36. Surveys have found that salespeople are rated low on ethics and honesty. What is the number one reason for these low ratings?
(p. 7)

- A. Many feel that the products are priced high.
- B.** Many feel that they may not be able to trust a salesperson.
- C. People perceive that most products are of low quality.
- D. Salespeople cannot evoke impulsive buying through sales calls.
- E. The sales force is devoid of qualified and trained personnel.

Difficulty: Medium
Futrell - Chapter 01 #36

Learning Objective: 01-01 Define and explain the term selling.

37. _____ is traditionally defined as the personal communication of information to persuade a prospective customer to buy something which satisfies that individual's needs.
(p. 7)

- A. Marketing
- B.** Personal selling
- C. Public relations
- D. Advertising
- E. Promotion

Difficulty: Easy
Futrell - Chapter 01 #37

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

38. A new and more appropriate definition of personal selling:
(p. 7)

- A. relates it more closely to transactional marketing.
- B. identifies electronic selling as the most effective channel.
- C.** stresses the importance of being unselfish.
- D. excludes telemarketing activities.
- E. substitutes the word "relationship marketing" for "personal selling."

Difficulty: Easy
Futrell - Chapter 01 #38

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

39. The _____ refers to the sales philosophy of unselfishly treating others as you would like to be treated.

(p. 8)

- A. Golden Rule of Personal Selling
- B. reciprocity principle
- C. 80/20 principle of sales
- D. ABCS principle of sales
- E. equity theory of sales

Difficulty: Easy
Futrell - Chapter 01 #39

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

40. The Golden Rule of personal selling refers to the sales philosophy of:

(p. 8)

- A. unselfishly treating others as you would like to be treated.
- B. giving more importance to sales maximization than profit maximization.
- C. making sales mutually beneficial to the buyer and seller.
- D. obtaining a financial benefit by helping others.
- E. realizing a major part of the profit from only a few customers.

Difficulty: Easy
Futrell - Chapter 01 #40

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

41. Anderson is a used cars salesperson and he believes in the Golden Rule of Personal Selling. He would feel that:

(p. 9)

- A. profit maximization is the ultimate goal of business.
- B. an action is acceptable if it is legally correct.
- C. salespeople should be driven by pride and achievement orientation.
- D. results are attributed to the personal efforts of individuals.
- E. the results that he obtained are to be attributed to others.

Difficulty: Easy
Futrell - Chapter 01 #41

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

42. A salesperson who adheres to the Golden Rule of Personal Selling:

(p. 9)

- A. is primarily motivated by money.
- B. is driven by pride.
- C. does what they think they can get away with.
- D. finds others' interests most important.
- E. requires intensive monitoring.

Difficulty: Easy
Futrell - Chapter 01 #42

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

43. Professional salespeople:

(p. 9)

- A. are not driven by pride and ego.
- B. believe service is more important than money.
- C. enjoy recognition and share if it suits their purpose.
- D. feel that an individual's performance is due to others.
- E. do what they think they can get away with.

Difficulty: Easy
Futrell - Chapter 01 #43

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

44. Which of the following is the logical order of salespeople based upon decreasing self-interest?

(p. 9)

- A. Golden Rule, traditional, professional
- B. traditional, Golden Rule, professional
- C. professional, traditional, Golden Rule
- D. Golden Rule, professional, traditional
- E. traditional, professional, Golden Rule

Difficulty: Easy
Futrell - Chapter 01 #44

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

45. _____ refers to making a contribution to the welfare of others.

(p. 10)

- A. Sales
- B. Relationship
- C. Association
- D. Service**
- E. Exchange

Difficulty: Easy
Futrell - Chapter 01 #45

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

46. The person who telephoned James last night to ask him if he was interested in adding HBO and Cinemax to his current television cable system would be classified as a(n):

(p. 10)

- A. relationship seller.
- B. retail salesperson.**
- C. order-taker.
- D. account representative.
- E. sales engineer.

Difficulty: Easy
Futrell - Chapter 01 #46

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

47. The person behind the counter at McDonald's who enters your order, takes your money, and hands you your food is a(n):

(p. 10)

- A. retail salesperson.**
- B. sales executive.
- C. order-getter.
- D. direct salesperson.
- E. account representative.

Difficulty: Easy
Futrell - Chapter 01 #47

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

48. _____ sell face-to-face to consumers, typically in their homes, who use the products for their personal use.

(p. 11)

- A. Detail salespeople
- B. Sales engineers
- C. Direct sellers**
- D. Account representatives
- E. Wholesale salespeople

Difficulty: Easy
Futrell - Chapter 01 #48

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

49. Peter sells electrical supplies to retailers and home builders. Peter's organization buys the electrical supplies from various manufacturers. Peter can be best classified as a(n) _____.

(p. 11)

- A. retail salesperson
- B. detail salesperson
- C. accounts representative
- D. wholesale salesperson**
- E. sales engineer

Difficulty: Medium
Futrell - Chapter 01 #49

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

50. A(n) _____ concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.

(p. 12)

- A. sales engineer
- B. account representative
- C. detail salesperson**
- D. retail salesperson
- E. service salesperson

Difficulty: Easy
Futrell - Chapter 01 #50

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

51. Robert Clarence is a(n) _____ for a manufacturer of restaurant-grade appliances. He does not directly solicit orders. His primary duties involve promotional activities such as introducing and demonstrating new products at trade shows.

(p. 12)

- A. retail salesperson
- B. detail salesperson**
- C. sales engineer
- D. service salesperson
- E. account representative

Difficulty: Medium
Futrell - Chapter 01 #51

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

52. An account representative:

(p. 12)

- A. concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.
- B. sells products that call for technical know-how and an ability to discuss technical aspects of the product.
- C. sells tangible, highly complex products to industrial buyers.
- D. calls on a large number of already established customers and asks for the orders.**
- E. must sell the benefits of intangible or nonphysical products such as financial services.

Difficulty: Medium
Futrell - Chapter 01 #52

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

53. A sales engineer:

(p. 12)

- A. services the retail products sold to customers.
- B. services the industrial products sold to institutions.
- C. sells products directly to consumers.
- D. is also known as an order-taker.
- E. sells products that call for technical know-how.**

Difficulty: Medium
Futrell - Chapter 01 #53

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

54. Kevin contacted his local phone company yesterday and talked to the receptionist about whether or not it is possible to have an Internet connection without having local phone service. The receptionist is likely to have put him in touch with a(n):

(p. 12)

- A. detail salesperson.
- B. retail salesperson.
- C. order-taker.
- D. account representative.
- E. sales engineer.**

Difficulty: Easy
Futrell - Chapter 01 #54

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

55. In which of the following industries are you most likely to find a sales engineer being used?

(p. 12)

- A. Apparel
- B. Heavy equipment**
- C. Home healthcare
- D. Pet supplies
- E. Industrial products

Difficulty: Easy
Futrell - Chapter 01 #55

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

56. Billy Marshall sells blank aluminum cans for soda manufacturers to fill. Billy would be best classified as a(n):
(p. 12)
- A. detail salesperson.
 - B. account representative.
 - C. sales engineer.
 - D. direct salesperson.
 - E. industrial products salesperson.**

Difficulty: Medium
Futrell - Chapter 01 #56

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

57. Laura sells drawer pulls, hinges, and other decorative metal pieces used in the manufacture of furniture. Since the products that she sells to the furniture makers are nontechnical in nature, Laura could be best described as a(n):
(p. 12)
- A. account representative.
 - B. detail salesperson.
 - C. sales engineer.
 - D. order-taker.
 - E. industrial products salesperson.**

Difficulty: Medium
Futrell - Chapter 01 #57

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

58. Order-takers:
(p. 13)
- A. use creative sales strategies.
 - B. face more difficult selling situations than order-getters.
 - C. usually earn much more than order-getters.
 - D. are hired to bring in additional business.**
 - E. rely on well-executed sales presentations.

Difficulty: Easy
Futrell - Chapter 01 #58

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

59. Which of the following statements about order-getters is true?
(p. 13)
- A. They often face the most powerful resistance.**
 - B. They do not solicit orders from customers directly.
 - C. They do not use sales presentations when calling on prospects.
 - D. They often do not have a clear sales strategy.
 - E. They wait for customers' orders.

Difficulty: Medium
Futrell - Chapter 01 #59

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

60. Which of the following is one of the reasons why people choose sales jobs?
(p. 13)
- A. A salesperson faces less pressure compared to most other jobs.
 - B. A sales job provides high relative freedom of any career.**
 - C. Accountability is limited for a person doing sales job.
 - D. A salesperson needs lesser skills than people doing other jobs.
 - E. Sales jobs' fixed salary is higher compared to most other jobs.

Difficulty: Medium
Futrell - Chapter 01 #60

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

61. In a large firm like Hewlett-Packard or General Electric, a salesperson's career path usually begins at the level of:
(p. 14)
- A. technical support person.
 - B. sales representative.
 - C. sales trainee.**
 - D. key account salesperson.
 - E. assistant manager.

Difficulty: Easy
Futrell - Chapter 01 #61

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

62. Which of the following positions appears lower than other positions in the upward sequence of job movements during a sales career?
(p. 14)
- A. District sales manager
 - B. Key account salesperson**
 - C. Regional sales manager
 - D. Area sales manager
 - E. Divisional sales supervisor

Difficulty: Easy
Futrell - Chapter 01 #62

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

63. In addition to performance, the salary earned by a sales manager is closely related to the:
(p. 15)
- A. annual sales volume of the industry the firm is in.
 - B. salary earned by his subordinates.
 - C. the number of products lines the firm has.
 - D. annual sales volume of his/her firm.**
 - E. number of years he/she has spent in the company.

Difficulty: Medium
Futrell - Chapter 01 #63

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

64. Which of the following is the best example of a nonfinancial reward?
(p. 15)
- A. The feeling of self-worth**
 - B. Vacation packages offered to salespeople
 - C. Employee stock option
 - D. Variable sales incentive
 - E. Tax benefit

Difficulty: Easy
Futrell - Chapter 01 #64

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

65. A senior salesperson regularly contacts the larger, more important customers. This function is referred to as a(n) _____ sales position.
(p. 15)
- A. technical
 - B. imagery
 - C. key account**
 - D. composite
 - E. alternate

Difficulty: Easy
Futrell - Chapter 01 #65

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

66. Usually, the first sales management position to which a salesperson is promoted is:
(p. 16)
- A. senior salesperson.
 - B. key sales manager.
 - C. regional sales manager.
 - D. divisional sales manager.
 - E. district sales manager.**

Difficulty: Medium
Futrell - Chapter 01 #66

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

67. The acronym SSUCCESS is used in selling to help you remember the eight:
(p. 17)
- A. most frequently listed characteristics needed to be successful in sales.**
 - B. steps required to create a customer profile.
 - C. mental stages through which customers pass as they decide to buy.
 - D. types of knowledge a salesperson needs to succeed.
 - E. steps to creating an effective sales presentation.

Difficulty: Easy
Futrell - Chapter 01 #67

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

68. Which of the following is NOT part of the acronym SSUCCESS?

(p. 17)

- A. Use of the Golden Rule
- B. Stamina for the job
- C. Personal characteristics
- D. Strategic thinking
- E. Cultural sensitivity**

Difficulty: Easy
Futrell - Chapter 01 #68

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

69. The "heart" of the eight work characteristics for sales success is:

(p. 17)

- A. sales knowledge.
- B. cultural sensitivity.
- C. love of selling.**
- D. communication ability.
- E. stamina for the job.

Difficulty: Easy
Futrell - Chapter 01 #69

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

70. Which of the following statements about sales success is true?

(p. 18)

- A. For success in sales, it is more important to speak well than to listen well.
- B. Today's salespeople make contributions to the welfare of others through service.**
- C. Operational orientation is more important to salespeople than strategic orientation.
- D. Successful salespeople are focused on closing than the other aspects of sales.
- E. Physical attributes such as stamina are not requisite for sales success.

Difficulty: Medium
Futrell - Chapter 01 #70

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

71. People like to buy, not be sold; and they like to buy from people they know and trust. This shows the importance of using:

(p. 18)

- A. the Golden Rule of Selling.**
- B. traditional methods of selling.
- C. a transactional approach to sales.
- D. the trial close ahead of close.
- E. an alternative sales close.

Difficulty: Easy
Futrell - Chapter 01 #71

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

72. The basic competencies of selling to be possessed by professional salespeople include selling skills and _____.

(p. 18)

- A. accounting knowledge
- B. product knowledge**
- C. an outgoing personality
- D. a college degree
- E. computer knowledge

Difficulty: Easy
Futrell - Chapter 01 #72

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

73. _____ is the most difficult trait for a salesperson to develop and it concerns one's emotions, passions, and desires.

(p. 20)

- A. Personalization
- B. Conceptual orientation
- C. Internalization
- D. Self-control**
- E. Technical orientation

Difficulty: Easy
Futrell - Chapter 01 #73

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

74. Since it is essential to build a long-term relationship with buyers, the salesperson's job is to:
- A. persuade the customer to perform the desired action without much delay.
 - B. coerce the customer to make a decision in favor of the company as early as possible.
 - C. present necessary information for the buyer to make an educated decision.**
 - D. influence the customer-decision making process by manipulating available information.
 - E. make sales presentations that are favorable to the company.

Difficulty: Medium
Futrell - Chapter 01 #74

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

75. Which of the following is NOT one of the four main elements in the customer relationship process used by salespeople to build long-term relationships?
- A. Service
 - B. Competitor analysis**
 - C. Gaining commitment
 - D. Needs analysis
 - E. Presentation of product benefits

Difficulty: Easy
Futrell - Chapter 01 #75

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

76. When Emerson performs the functions of planning, organizing, and executing activities that increase sales and profits in his district, he is performing the duties associated with:
- A. operations management.
 - B. organizational accounting.
 - C. district marketing.
 - D. territory management.**
 - E. accounts management.

Difficulty: Medium
Futrell - Chapter 01 #76

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

77. Which of the following statements about a salesperson's duties as a territory manager is true?
- A. The success of a salesperson is wholly dependent on his/her product knowledge.
 - B. Salespeople are not expected to manage items such as damaged goods.
 - C. Salespeople provide various solutions to customers' problems.**
 - D. A salesperson producing a sufficient number of new accounts each period is not expected to increase sales in his/her existing accounts.
 - E. A salesperson's responsibility ends when a product is sold to the customer and the service person's responsibilities begin.

Difficulty: Easy
Futrell - Chapter 01 #77

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

78. Wiley Sebastian is a new salesperson. Which of the following is expected of him as a part of providing service to his customers?
- A. Develop new products
 - B. Perform all sales activities without any assistance
 - C. Involve only in prospecting and cold-calling
 - D. Create technical research analyses reports
 - E. Work at the customer's business when required**

Difficulty: Easy
Futrell - Chapter 01 #78

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

79. As the manager of a territory, the salesperson:
- A. is required to continually engage in new product development.
 - B. concentrates more on new customers than handling existing customers.
 - C. performs selling activities and avoids nonselling activities.
 - D. provides his/her company with market information.**
 - E. sells products to customers rather than help educate them on the use of the products.

Difficulty: Medium
Futrell - Chapter 01 #79

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

80. _____ skill is the cognitive ability to see the selling process as a whole and the relationship among its parts.
(p. 27)
- A. Human
 - B. Observational
 - C. Conceptual**
 - D. Technical
 - E. Developmental

Difficulty: Easy
Futrell - Chapter 01 #80

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

81. The skills a salesperson needs to perform his/her job can be categorized into three areas. According to the text, which of the following is an example of a conceptual skill?
(p. 27)
- A. Mastery of selling techniques
 - B. Planning ability**
 - C. Ability to be sympathetic
 - D. Interpersonal skills
 - E. Ability to work with other people

Difficulty: Medium
Futrell - Chapter 01 #81

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

82. The three categories of skills needed by the successful salesperson can be summarized as:
(p. 27)
- A. conceptual, human, and technical skills.**
 - B. personal, mental, and spiritual skills.
 - C. communication, relationship-building, and empathy skills.
 - D. sales features, advantages, and benefits.
 - E. order-getting, order-taking, and service-providing skills.

Difficulty: Easy
Futrell - Chapter 01 #82

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

83. Arthur is the sales representative of a pharmaceutical company. He is liked by his clients and he likes them. He is never critical and unsympathetic of his customers. Here Arthur is displaying _____ skills.
(p. 27-28)
- A. networking
 - B. operational
 - C. technical
 - D. human**
 - E. conceptual

Difficulty: Easy
Futrell - Chapter 01 #83

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

84. Which of the following can be considered as an example of technical skills?
(p. 28)
- A. Analytical ability**
 - B. Strategic thinking
 - C. Interpersonal ability
 - D. Planning ability
 - E. Ability to work with other people

Difficulty: Easy
Futrell - Chapter 01 #84

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

85. _____ skills refer to the seller's understanding and proficiency in the performance of specific tasks.
(p. 28)
- A. Conceptual
 - B. Operational
 - C. Automated
 - D. Transactional
 - E. Technical**

Difficulty: Easy
Futrell - Chapter 01 #85

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

86. Which of the following statements on customer-oriented selling is true?
(p. 29)
- A. Finding new customers is more important than selling to repeat customers.
 - B. Loyal customers listen to the seller but pay high attention to the seller's competition also.
 - C. It will not be possible for a seller to know his customers' business.
 - D. Technology plays only a small role in modern selling.
 - E.** The key to customer retention is customer satisfaction.

Difficulty: Easy
Futrell - Chapter 01 #86

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

87. The _____ refers to the salesperson's sequential series of actions that leads toward the customer taking a desired action and ends with a follow-up to ensure purchase satisfaction.
(p. 31)
- A.** sales process
 - B. prospecting cycle
 - C. sales design
 - D. selling order
 - E. sales schedule

Difficulty: Easy
Futrell - Chapter 01 #87

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

88. During the _____ step of the selling process, salespeople would locate potential buyers.
(p. 32)
- A.** prospecting
 - B. preapproach
 - C. approach
 - D. presentation
 - E. selection

Difficulty: Easy
Futrell - Chapter 01 #88

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

89. In terms of the selling process, what is the next step once a salesperson has satisfactorily answered an objection voiced by his/her prospect?
(p. 32)
- A. Follow-up
 - B. Approach
 - C.** Trial close
 - D. Presentation
 - E. Close

Difficulty: Easy
Futrell - Chapter 01 #89

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

90. _____ is the final step in the selling process.
(p. 32)
- A. Presentation
 - B. Meeting objections
 - C. Sale closing
 - D.** Follow-up and service
 - E. Sales delivery

Difficulty: Easy
Futrell - Chapter 01 #90

Learning Objective: 01-07 List and explain the 10 steps in the sales process.

91. How do salespeople impact society?
(p. 5)

Salespeople generate more revenue in the U.S. economy than workers in any other profession. Salespeople impact society in such diverse areas as:

- The success of new products.
- Keeping existing products on the retailer's shelf.
- Constructing manufacturing facilities.
- Opening businesses and keeping them open.
- Generating sales orders that result in the loading of trucks, trains, and other means of transport that carry goods to customers all over the world.

*Difficulty: Easy
Futrell - Chapter 01 #91*

Learning Objective: 01-01 Define and explain the term selling.

92. What is the traditional definition for personal selling? How does the traditional definition differ from the new one in the text?
(p. 7)

The new definition of personal selling inserts the word "unselfish" into the traditional definition. According to the new definition, personal selling refers to the personal communication of information to unselfishly persuade a prospective customer to buy something - a good, a service, an idea or something else - that satisfies that individual's needs.

*Difficulty: Medium
Futrell - Chapter 01 #92*

Learning Objective: 01-03 Explain the relationship between the definition of personal selling and the Golden Rule of Personal Selling.

93. List the six major reasons for choosing a sales career.
(p. 10)

The six major reasons for choosing a sales career are:

- The wide variety of sales jobs available.
- The freedom of being on your own.
- The challenge of selling.
- The opportunity for advancement in a company.
- The rewards from a sales career.
- The opportunity to provide service to others.

*Difficulty: Easy
Futrell - Chapter 01 #93*

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

94. Briefly describe the main types of manufacturer sales positions.
(p. 12)

There are five main types of manufacturer sales positions:

- An account representative calls on a large number of already established customers. This person asks for the order.
- A detail salesperson concentrates on performing promotional activities and introducing new products rather than directly soliciting orders.
- A sales engineer sells products that call for technical know-how and an ability to discuss technical aspects of the product. Expertise in identifying, analyzing and solving customer's problems is another critical factor.
- An industrial products salesperson, nontechnical, sells a tangible product to industrial buyers. No high degree of technical knowledge is required.
- A service salesperson, unlike the four preceding types of manufacturing salespeople, must sell the benefits of intangible products such as financial, advertising, or computer repair services.

*Difficulty: Medium
Futrell - Chapter 01 #94*

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

95. Briefly explain the differences between order-takers and order-getters.
(p. 13)

Some sales jobs require the salesperson only to take orders. Order-takers do not have a sales strategy and often use no sales presentation. Many never attempt to close a sale, and more importantly, few actually create sales. They may ask what the customer wants or wait for the customer to order. They are employed to bring in additional business that the employer probably would not obtain without their efforts. Order-getters, on the other hand, get new and repeat business using a creative sales strategy and a well-executed sales presentation. They creatively sell tangible goods or intangible services in highly competitive industries where the merchandise cannot be sold in equal volume without a salesperson. They face infinitely more difficult selling situations than the order-takers. Order-getters are true salespeople, which is why order-getters earn so much more than order-takers.

*Difficulty: Medium
Futrell - Chapter 01 #95*

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

96. What are the two types of rewards that salespeople can earn? Give an example of each.
(p. 15-16)

The two types of rewards that salespeople can earn are financial and nonfinancial. Nonfinancial rewards are sometimes called psychological income or intrinsic rewards. They are generated by the individual and not given by the company. An example of a nonfinancial reward is a feeling of self-worth. Many are attracted to selling because in a sales career financial rewards are commonly based solely on performance. Salaries and sales commissions are examples of financial rewards.

*Difficulty: Easy
Futrell - Chapter 01 #96*

Learning Objective: 01-04 Discuss the reasons people might choose a sales career.

97. What does the acronym SSUCCESS signify? Explain briefly.
(p. 17)

The acronym SSUCCESS signifies the eight most frequently mentioned characteristics necessary to be successful in sales. It refers to:

- Service to others.
- Use of the Golden Rule.
- Communication ability.
- Personal characteristics.
- Excellence at strategic thinking.
- Sales knowledge.
- Stamina for the job.
- Love of selling at the heart of all the above.

*Difficulty: Easy
Futrell - Chapter 01 #97*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

98. List the four main elements in the customer relationship process.
(p. 23)

The four main elements in the customer relationship process used by salespeople to build long-term relationships are:

- Analyze customer needs.
- Present product benefits.
- Gain commitment for the purchase.
- Provide excellent service in order to maintain and grow the relationship.

*Difficulty: Easy
Futrell - Chapter 01 #98*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

99. List the functions of a territory manager.

(p. 24-26)

As manager of a territory, the salesperson performs the following nine functions:

- Creates new customers.
- Sells more to present customers.
- Builds long-term relationships with customers.
- Provides solutions to customers' problems.
- Provides service to customers.
- Helps customers resell products to their customers.
- Helps customers use products after purchase.
- Builds goodwill with customers.
- Provides company with market information.

*Difficulty: Medium
Futrell - Chapter 01 #99*

Learning Objective: 01-05 Enumerate some of the various types of sales jobs.

100. List and briefly explain three important categories of skills that are necessary for a salesperson's success.

(p. 27-28)

The necessary skills that are necessary for a salesperson's success can be summarized in three categories that are especially important: conceptual, human, and technical. Conceptual skill: It is the cognitive ability to see the selling process as a whole and the relationship among its parts. It involves the seller's thinking and planning abilities. This skill is especially important for order-getters. Human skill: It is the seller's ability to work with and through other people. Salespeople demonstrate this skill in the way they relate to other people. A seller with human skills likes other people and is liked by others. Technical skill: It is the understanding and proficiency in the performance of specific tasks. It includes mastery of the methods, techniques, and equipment involved in selling such as presentation skills and uses for one's products. It includes specialized knowledge, analytical ability, and the competent use of tools and techniques to solve problems in that specific domain.

*Difficulty: Easy
Futrell - Chapter 01 #100*

Learning Objective: 01-06 Define the characteristics that salespeople believe are needed for success in building relationships with customers.

1 Summary

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