

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 1) In Consultative selling the buyer-seller relationship intensifies after the sale is over in many instances. 1) _____
- 2) Strategies are the techniques, practices, or methods you use when you are face-to-face with a customer. 2) _____
- 3) A firm that practices the marketing concept moves away from a production orientation to a customer orientation. 3) _____
- 4) Consultative-style selling, which emerged in the late 1960s and early 1970s, is an extension of the marketing concept. 4) _____
- 5) Transactional selling is a sales process that is focused on creating superior customer satisfaction during the sales transaction. 5) _____
- 6) Relationship buying and relationship selling began to gain support in the information age. 6) _____
- 7) An advantage of using the Consultative selling approach, which is based on effective communication between the buyer and seller, is that the negotiation stage of the presentation process can be eliminated. 7) _____
- 8) When Judy sells a perfume at the airport Duty Free shop it would be considered relationship selling. 8) _____
- 9) The presentation strategy includes a reminder that outstanding service should be the overriding theme of every sales presentation. 9) _____
- 10) Preparation for a career in personal selling begins with the development of a personal selling philosophy. 10) _____
- 11) Transactional selling is a process that involves needs assessment, problem solving, relationship building, and following up on the transaction. 11) _____
- 12) A strategic market plan is focused on the marketing functional area of a business and outlines the methods and resources required to achieve the firm's marketing goals. 12) _____
- 13) Adopting transactional selling is an important part of developing a personal selling philosophy. 13) _____
- 14) High ethical standards are important to success in transaction-oriented selling. 14) _____
- 15) Canada can be categorized as a information economy. 15) _____

- 16) Successful selling begins with an in-depth understanding of what customers value most and by understanding their needs. 16) _____
- 17) When meeting new customers for the first time, it is better to talk business issues exclusively, as one may be perceived as unprofessional and inquisitive. 17) _____
- 18) In marketing a "product" implies a tangible product. 18) _____
- 19) The term "product" could mean an idea as well. 19) _____
- 20) Personal selling philosophy involves three prescriptions; adopt the marketing concept, value personal selling, and assume the role of a problem solver or partner in helping customers make a buying decision. 20) _____
- 21) Salespeople use computers mainly to crunch sales numbers and less as a communication tool with people and organizations. 21) _____
- 22) The salesperson is a key component in creation of value for the customer. 22) _____
- 23) Within the various promotion methods such as advertising, sales promotion etc., personal selling is often the major promotion method used in terms of total expenditures or expenses as a percentage of sales. 23) _____
- 24) Typical salespeople spend about 30 percent of their time in actual face-to-face selling. 24) _____
- 25) When products of a company become similar to its competitor's products, the product strategy becomes more important than the relationship, customer and presentation strategies. 25) _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 26) In the information economy, salespeople can add value to a buying-selling relationship through: 26) _____
A) intangibles such as offering advice, increased trust and offering excellent after sales service.
B) offering state-of-the art products to their customers.
C) providing on-line buying services.
D) better sales automation and provision of information.
E) offering just-in-time delivery.
- 27) The belief that a firm should dedicate all of its policies, planning, and operation to create customer satisfaction is called: 27) _____
A) production concept.
B) market orientation.
C) customer orientation.
D) marketing concept.
E) target marketing.

- 28) Eric Villa obtained a license to sell real estate and then accepted a sales position with a Century 21 agency. To prepare for this new position, he purchased and read a research report entitled Buying Habits of Today's Home Buyer. Mr. Villa is attempting to develop a: 28) _____
- A) promotion strategy.
 - B) presentation strategy.
 - C) customer strategy.
 - D) product strategy.
 - E) relationship strategy.
- 29) When a marketer decides to adopt value-added selling, emphasis will be placed on: 29) _____
- A) selling strategies.
 - B) financing arrangements.
 - C) the customer.
 - D) product development.
 - E) selling tactics.
- 30) The term product should be broadly interpreted to encompass: 30) _____
- A) all intangible items.
 - B) physical goods and services.
 - C) physical goods and ideas.
 - D) all physical goods.
 - E) physical goods, services, and ideas.
- 31) The development of a personal selling philosophy involves all of the following except: 31) _____
- A) practicing value-added selling strategies.
 - B) assuming the role of a problem solver or partner in helping customers make buying decisions.
 - C) a full appreciation of capitalism and the free enterprise system.
 - D) developing an appreciation for the value of personal selling in our competitive national and international markets.
 - E) acceptance of the marketing concept.
- 32) Across all businesses, more money is spent on _____ than on any other form of marketing communication. 32) _____
- A) advertising
 - B) direct mail
 - C) sales promotion
 - D) public relations
 - E) personal selling
- 33) In a market characterized by vigorous competition, look-alike products, and customer loyalty that depends on quality relationships as well as quality products, the salesperson should fully utilize the: 33) _____
- A) relationship strategy.
 - B) guerrilla strategy.
 - C) presentation strategy.
 - D) product strategy.
 - E) customer strategy.

- 34) Promotion include the following forms: 34) _____
- A) public relations, place, personal selling, personnel.
 - B) sales promotion, personnel, public relations, and product research.
 - C) product research, product design, product production, product publicity.
 - D) market research, personnel, product publicity.
 - E) sales promotion, public relations, personal selling, advertising.
- 35) Which of the following statements would not be an application of the marketing concept? 35) _____
- A) Let's speed up production and get these products to consumers faster by eliminating the field test.
 - B) Let's do some research to see which colours the consumers prefer.
 - C) Let's show these product designs to some prospective buyers for their reactions.
 - D) Let's enquire about which configuration options customers like.
 - E) Let's examine our points of distribution to see if we're reaching the market effectively.
- 36) A major feature of consultative selling is: 36) _____
- A) help your employer earn a profit.
 - B) influencing the prospect's thought process so he or she will want to buy your product or service.
 - C) sell your product or service.
 - D) ensuring increased sales in the short run.
 - E) emphasizing information giving and negotiation rather than manipulation.
- 37) The four broad strategic areas of the Strategic/Consultative-Style Selling Model are: 37) _____
- A) relationship strategy, company strategy, customer strategy, and service strategy.
 - B) relationship strategy, company strategy, product strategy, and presentation strategy.
 - C) relationship strategy, customer strategy, company strategy, and credit strategy.
 - D) relationship strategy, product strategy, customer strategy, and presentation strategy.
 - E) relationship strategy, company strategy, product strategy, and service strategy.
- 38) Sharon Wiley is a sales representative employed by a leading producer of pharmaceuticals used in veterinary medicine. Recently she attended a seminar, sponsored by a local university, that focused on new research findings in selected areas of veterinary medicine. Ms. Wiley is attempting to develop a: 38) _____
- A) customer strategy.
 - B) company strategy.
 - C) product strategy.
 - D) relationship strategy.
 - E) presentation strategy.
- 39) When Henri Bouchard was first hired by Mitron Corp. as a sales representative in 1972, the company indicated that it was moving towards the marketing concept. Henri understood this to mean Mitron: 39) _____
- A) was producing high quality brochures assisting its sales force in marketing their products.
 - B) was starting to focus in on what its customers where looking for in its products.
 - C) was improving production methods to improve its ability to market its products.
 - D) made mid-priced products and marketed them to end consumers.
 - E) as a sales rep, he could do whatever was necessary to get a customer to buy his products.

- 40) Henri Bouchard extensively trains new recruits at Mitron Corp. to develop a personal selling philosophy. He considers the major components of this philosophy to be: 40) _____
- A) valuing personal selling, understand how to make the greatest income under the compensation plan, give exceptionally good after sales service.
 - B) adoption of the marketing concept, valuing personal selling, and assuming the role of problem solver or partner.
 - C) adopt the win-win philosophy.
 - D) adopt the marketing concept, become a problem solver for customers, give exceptionally good after-sales service.
 - E) adoption of the marketing concept, development of a questioning strategy, and memorizing several closing techniques.
- 41) Personal selling has evolved through three distinct developmental periods, in the following order: 41) _____
- A) consultative selling era, partnering era, and strategic selling era.
 - B) partnering era, strategic selling era, and consultative selling era.
 - C) strategic selling era, consultative selling era, and partnering era.
 - D) relationship selling era, consultative selling era, and strategic selling era.
 - E) consultative selling era, strategic selling era, and partnering era.
- 42) The statement that best describes personal selling is: 42) _____
- A) personal selling is interpersonal form of selling which puts the salesperson "closest" to the customer than other marketing methods.
 - B) personal selling is a part of marketing.
 - C) personal selling will become obsolete in the information age.
 - D) personal selling is an excellent career choice for part-time employment.
 - E) personal selling is the most expensive form of marketing communication.
- 43) Henri trains his reps to give high levels of customer service. In order to attain this, the reps must go through a process which includes: 43) _____
- A) need discovery, need-satisfaction presentation, negotiation, and selection of product.
 - B) need discovery, need-satisfaction presentation, negotiation, and servicing the sale.
 - C) need discovery, selection of product, need-satisfaction presentation, and servicing the sale.
 - D) negotiation, need discovery, need-satisfaction presentation, and servicing the sale.
 - E) need discovery, need-satisfaction presentation, selection of product, and negotiation.
- 44) In the new economy, the sales person should see themselves as: 44) _____
- A) a problem solver/partner.
 - B) redundant.
 - C) an information technology expert.
 - D) a marketing professional.
 - E) a business person.
- 45) Using consultative selling techniques, Richard identifies his customer's needs through: 45) _____
- A) conversation with support staff.
 - B) marketing research.
 - C) two-way communications.
 - D) complex questioning strategies.
 - E) efficient use of expense accounts.

- 46) Della knows that credit arrangements, product delivery and installation, warranties, and complete follow-up are all part of: 46) _____
- A) the Levitt method.
 - B) managing customer expectations.
 - C) service after the sale.
 - D) an obsessive attention to detail.
 - E) a well developed concern for her clients.
- 47) Jasmine has been invited to sit on a committee with representatives from production, marketing, finance, and personnel. This committee would most likely be referred to as: 47) _____
- A) the ergonomic planning committee.
 - B) the social committee.
 - C) the strategic planning committee.
 - D) a waste of time.
 - E) the tactics planning committee.
- 48) Changing the order in which a product is demonstrated in a particular sales presentation is an example of: 48) _____
- A) strategic decision.
 - B) consultative selling.
 - C) personal decision.
 - D) marketing decision.
 - E) tactical decision.
- 49) Jack uses strategy to ensure tactical success. He feels that strategic planning helps him: 49) _____
- A) choose the right product.
 - B) negotiate customer needs.
 - C) talk to the right person.
 - D) solve after-sales service problems.
 - E) close more deals.
- 50) Henri expects that his sales reps take a strategic approach to selling. He expects his reps will be: 50) _____
- A) more adaptable, more focused, and more efficient.
 - B) more structured, close more sales, and be more customer service oriented.
 - C) more adaptable, close more sales, and more efficient.
 - D) more structured, more focused, and more efficient.
 - E) more time oriented, more customer service oriented, and more productive.
- 51) A statement such as "people don't care how much you know until they know how much you care" indicates the importance of developing a good: 51) _____
- A) impression.
 - B) product strategy.
 - C) image.
 - D) marketing strategy.
 - E) relationship strategy.

- 52) Cindy knows that _____ is a well-thought out plan for establishing, building and maintaining quality relationships. 52) _____
- A) a customer focus action plan
 - B) personal selling philosophy
 - C) the Levitt method
 - D) a relationship strategy
 - E) a marketing concept strategy
- 53) Sam believes that his strengths as a product strategist are rooted in his: 53) _____
- A) product knowledge, becoming a problem solver, and providing outstanding customer service.
 - B) product knowledge, becoming a problem solver, and proper product positioning.
 - C) product knowledge, his ability to sell benefits, and proper product positioning.
 - D) product knowledge, his ability to sell benefits, and high ethics.
 - E) product knowledge, maintaining a professional image at all times, and providing outstanding customer service.
- 54) When selling complex products such as computers, the appropriate selling philosophy would be: 54) _____
- A) systems selling.
 - B) relationship selling.
 - C) direct marketing.
 - D) transaction selling.
 - E) cooperative selling.
- 55) Janet uses the strategic/consultative selling model as her guide in sales. This model does not include which of the following steps? 55) _____
- A) develop a personal selling philosophy
 - B) develop a competitor strategy
 - C) develop a product strategy
 - D) develop a relationship strategy
 - E) develop a presentation strategy
- 56) The primary reason to use sales automation is to: 56) _____
- A) keep track of sales and commissions.
 - B) enhance partnerships with clients and improve responsiveness.
 - C) impress your supervisors.
 - D) make a good impression on clients.
 - E) spend less time at office doing mundane and repetitive tasks.
- 57) As products available have become more homogeneous, Rick understands that: 57) _____
- A) quality service agreements are key.
 - B) component parts must be high quality.
 - C) price becomes the major focus.
 - D) customizing products ensures market share.
 - E) relationship selling is becoming more important.

- 58) The aspect which differentiates personal selling from other forms of communication methods is that 58) _____
- A) it does not involve using some form of technology.
 - B) it is unreliable.
 - C) it is not hard to adopt.
 - D) it is an interpersonal form of communication.
 - E) it is very expensive.
- 59) The technique a salesperson uses when he is face-to-face with his customers is called: 59) _____
- A) strategy.
 - B) game plan.
 - C) presentation plan.
 - D) sales technique.
 - E) tactics.
- 60) The difference between strategies and tactics is: 60) _____
- A) strategy and tactics are the same thing, the terms can be used interchangeably.
 - B) tactics is the pre-call planning done by a sales person while strategy is the methods used during a sales presentation.
 - C) strategy is the pre-call planning done by a sales person while tactics are methods used during a sales presentation.
 - D) strategy is more detailed planning whereas tactics is doing less planning.
 - E) strategies are short-term oriented and tactics are long-term oriented.
- 61) A _____ is an example of an intangible product. 61) _____
- A) home building service
 - B) bakery product
 - C) legal service
 - D) television
 - E) ice cream
- 62) The development of a personal selling philosophy involves one of the following prescriptions: 62) _____
- A) adopting the marketing concept.
 - B) becoming a salesperson.
 - C) becoming an excellent negotiator.
 - D) adopting the production concept.
 - E) becoming a people person.
- 63) According to Michael Hammer, consultant and author of The Agenda, the power shift is going to be from _____ in the new economy. 63) _____
- A) customers to businesses
 - B) United States of America to China
 - C) computers to humans
 - D) businesses to customers
 - E) humans to computers

- 64) Building quality, long-term relationships with customers is an example of incorporating the: 64) _____
A) market concept.
B) production concept.
C) customer care concept.
D) service concept.
E) value-added selling concept.
- 65) The evolution of personal selling has gone from the _____ to _____ stage. 65) _____
A) diagnostic stage, solution based
B) unethical, ethical
C) adversary stage, co-operative
D) transaction stage, co-operative
E) persuader stage, problem-solver
- 66) The focus of the persuader stage was to: 66) _____
A) become more customer oriented.
B) convince any and all market members to buy the offered products.
C) persuade customers to sell a product.
D) negotiate an optimal solution from the customer's perspective.
E) understand customer needs and provide a product solution.
- 67) The focus of the problem-solver stage is to: 67) _____
A) overcome buyer's objections and make the sale.
B) emphasize the peddling of the products.
C) identify buyer's needs and present products which best meet those needs.
D) persuade customers to buy the best product.
E) convince any and all market members to buy the offered product.
- 68) A salesperson's duties include the following: 68) _____
A) implement the marketing strategy.
B) develop the strategic plans.
C) conduct marketing research to determine effectiveness of the marketing plan.
D) plan the marketing strategy.
E) develop the marketing mix.
- 69) Generally speaking retail sales involve: 69) _____
A) value-added selling.
B) transactional selling.
C) face-to-face selling.
D) relationship selling.
E) strategic selling.
- 70) Generally speaking successful business-to-business selling involves: 70) _____
A) Just-in-time selling.
B) aggressive selling.
C) face-to-face selling.
D) transactional selling.
E) relationship selling.

- 71) The concept of "value" should be defined from the _____ perspective. 71) _____
 A) buyers
 B) sellers
 C) legal
 D) social
 E) competitors
- 72) The marketing mix consists of: 72) _____
 A) value, price, cost and expenses.
 B) production, finance, marketing and human resources.
 C) product, place, promotion and price.
 D) product, production, promotion and price.
 E) market, competitors, customers and government.
- 73) Deciding to give a customer a 10 percent price discount during the negotiations stage is a _____ decision. 73) _____
 A) practical
 B) sales oriented
 C) strategic
 D) customer oriented
 E) tactical
- 74) Altering sales behaviour during customer interaction in order to improve communication is called: 74) _____
 A) consultative selling.
 B) value-added selling.
 C) creative selling.
 D) customer-oriented selling.
 E) adaptive selling.
- 75) Trend towards identical products or the need for more customized products is encouraging businesses into _____ to gain a competitive advantage. 75) _____
 A) product development
 B) partnering
 C) manufacturing
 D) outsourcing
 E) adaptive selling

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match the following.

- | | | |
|-----------------------------------------------------------------|-------------------------------|-----------|
| 76) Profitability should be achieved through | A) marketing concept | 76) _____ |
| | B) electronic commerce | |
| 77) Moving from a product orientation to a customer orientation | C) creation of customer value | 77) _____ |
| | D) lower cost production | |

78) Is the person-to-person form of selling	A) value added selling	78) _____
79) An extension of the marketing concept	B) marketing integrated communication	79) _____
80) Is an important part of the product strategy:	C) part of one's personal selling philosophy	80) _____
81) Matches the needs of the value-conscious buyer	D) following the marketing concept	81) _____
82) Assume the role of problem solver or partner	E) price negotiation	82) _____
83) In the information economy the strategic resource is	F) value-added selling	83) _____
84) Today customers seek	G) product positioning	84) _____
85) A salesperson's commitment to value personal selling	H) lower prices	85) _____
86) Salesperson making creative improvements to the sales process to enhance customer experience	I) personal selling	86) _____
87) Making customer satisfaction the focus of the business	J) creative-selling	87) _____
	K) integrated marketing communication	
	L) transactional selling	
	M) part of the marketing concept	
	N) information technology	
	O) information	
	P) personal selling philosophy	
	Q) following the customer concept	
	R) transactional selling philosophy	
	S) consultative-style selling	
	T) a cluster of satisfaction	

- | | | |
|----------------------------------------------------------------------------------------------|-------------------------------------|-----------|
| 88) Controllable variables through which a firm influences the demand for its products | A) technology | 88) _____ |
| | B) partnering | |
| 89) Developing a strategic, long-term relationship of mutual benefit to the buyer and seller | C) product mix | 89) _____ |
| | D) marketing mix | |
| 90) Use of sales automation | E) marketing concept | 90) _____ |
| | F) customer relationship management | |

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| 91) A _____ is a well thought-out plan for establishing, building, and maintaining quality selling relationships. | 91) _____ |
| 92) _____ are techniques, practices, or methods you use when you are face-to-face with a customer. | 92) _____ |
| 93) _____ evolved because of broader and more diverse product lines, demand for specific customized solutions, and more competition. | 93) _____ |
| 94) _____ encompasses developing quality relationships, identifying customer needs and configuring and presenting the best possible product solution. | 94) _____ |
| 95) A _____ is a carefully conceived plan that will result in maximum responsiveness to customers. | 95) _____ |
| 96) List the three prescriptions for developing a personal selling philosophy. | 96) _____ |
| 97) List and describe the five strategic steps of the Strategic Consultative Selling Model. | 97) _____ |
| 98) Describe the difference between transactional selling and consultative selling. | 98) _____ |
| 99) Which developments in the information economy have implications for personal selling? | 99) _____ |
| 100) Why is it significant for salespeople to know that value is a subjective concept? | 100) _____ |

Answer Key

Testname: UNTITLED1

- 1) TRUE
- 2) FALSE
- 3) TRUE
- 4) TRUE
- 5) FALSE
- 6) TRUE
- 7) FALSE
- 8) FALSE
- 9) TRUE
- 10) TRUE
- 11) FALSE
- 12) FALSE
- 13) FALSE
- 14) FALSE
- 15) TRUE
- 16) TRUE
- 17) FALSE
- 18) FALSE
- 19) TRUE
- 20) TRUE
- 21) FALSE
- 22) TRUE
- 23) TRUE
- 24) TRUE
- 25) FALSE
- 26) A
- 27) D
- 28) C
- 29) C
- 30) E
- 31) C
- 32) E
- 33) A
- 34) E
- 35) A
- 36) E
- 37) D
- 38) C
- 39) B
- 40) B
- 41) E
- 42) A
- 43) C
- 44) A
- 45) C
- 46) C
- 47) C
- 48) E
- 49) C
- 50) D

Answer Key

Testname: UNTITLED1

- 51) E
- 52) D
- 53) C
- 54) B
- 55) B
- 56) B
- 57) E
- 58) D
- 59) E
- 60) C
- 61) C
- 62) A
- 63) D
- 64) E
- 65) E
- 66) B
- 67) C
- 68) A
- 69) B
- 70) E
- 71) A
- 72) C
- 73) E
- 74) E
- 75) B
- 76) C
- 77) A
- 78) I
- 79) S
- 80) G
- 81) L
- 82) C
- 83) O
- 84) T
- 85) P
- 86) F
- 87) D
- 88) D
- 89) B
- 90) F
- 91) relationship strategy
- 92) Tactics
- 93) Strategic selling
- 94) Value-added selling
- 95) customer strategy
- 96) Adopt marketing concept; value personal selling; and assume role of problem solver.

Answer Key

Testname: UNTITLED1

- 97) a. Developing a personal selling philosophy. This involves adopting the marketing concept, valuing personal selling, and assuming the role of problem solver.
- b. Developing a relationship strategy. Success in selling depends heavily on the salesperson's ability to develop, manage, and enhance interpersonal relations with the customer.
- c. Developing a product strategy. Products and services represent the problem-solving tools available to salespeople.
- d. Developing a customer strategy. Sales and marketing efforts must be organized around the needs and desires of the customer.
- e. Developing a presentation strategy. The presentation is a critical part of the selling process because it is at this point that the salesperson determines whether the customer has a need for the product.
- 98) Transactional selling - is a process that effectively matches needs of value-conscious buyer who is mainly interested in price and convenience. It is used in selling situations where customer's needs assessment, problem solving, relationship building and sales follow up are not as necessary, such as with low cost products.
- Consultative selling - involves understanding customer needs through a two-way communication, selection of a product which meets customer needs, doing a need satisfaction presentation and servicing the sale.
- 99) a. Advances in information technology - faxes, telephones etc. have made information gathering and management easier.
- b. Information is a strategic resource - in an era of limit-less data, informed salespeople will be expected to help customers decide which information has value and which should be ignored.
- c. Business is defined by customer relationships - personal selling provides a human response that counter balances the impersonal nature of technology.
- 100) Every one has a unique definition of value. Some may define good value as lower price, some may define value in terms of excellent after-sales-service and others may define it in terms of simplifying their buying decision. An effective salesperson will create value by understanding customer's value needs and then enhance the customer's experience accordingly.