

1. Roy is taking a class on how to use the new software he just purchased for his business. The class is offered by the store where he purchased the software. What aspect of customer service does this situation illustrate?
 - A. Customer training
 - B. Credit/Financing
 - C. Order processing
 - D. Installation
2. What is a benefit to the salesperson of building a clientele?
 - A. Obtaining referrals from loyal customers
 - B. Reducing selling costs
 - C. Supporting the company image
 - D. Securing customer acceptance of higher prices
3. Terms-of-sale selling policies cover such conditions of the sale as
 - A. credit, delivery, and discounts.
 - B. installation and maintenance.
 - C. discounts, guarantees, and returns.
 - D. entertaining the customer and prospecting.
4. A salesperson is most likely to find out how effectively a product actually functions in normal, everyday use from a(n)
 - A. advertiser.
 - B. competitor.
 - C. designer.
 - D. customer.
5. One way for salespeople to answer a customer's question about the difference between two items is to explain
 - A. construction and materials.
 - B. appearance and style.
 - C. unique or novel features.
 - D. use and durability.
6. One of the purposes of establishing a relationship with a customer in the beginning of the selling process is to
 - A. put the customer on guard.
 - B. make a single sale.
 - C. gain the customer's confidence.
 - D. prevent customer objections.
7. Salespersons can demonstrate their enthusiasm for the products they sell through
 - A. tone of voice.
 - B. physical contact.
 - C. customer endorsements.
 - D. indifferent expressions.
8. The salesperson can check his/her understanding of what the customer has said by asking _____ questions.
 - A. interpretive
 - B. personal
 - C. open-ended
 - D. numerous

9. After determining that the product requested by the customer is not available, the salesperson's next steps in substitute selling are to
- A. explain how to care for the product and reinforce the customer's decision.
 - B. evaluate the customer and select substitute products.
 - C. reinforce the customer's decision and close the sale.
 - D. clarify the customer's need and select substitute products.
10. Jason works for Sky Airlines. When reserving airline tickets for customers by telephone, Jason needs to obtain the customer's desired arrival and departure locations, travel dates, and
- A. passport and credit card information.
 - B. identification number and email address.
 - C. contact and payment information.
 - D. telephone number and travel code.

1. A
Customer training. Roy's class is an example of customer training. The business he bought the software from is offering a class to teach customers how to use its product. This is not an example of credit/financing (it does not deal with payment), order processing (he has already received the product), or installation (nothing is being installed).
SOURCE: SE:076
SOURCE: SE LAP 130—Go Beyond the Sale (Customer Service in Selling)
2. A
Obtaining referrals from loyal customers. Loyal customers often provide salespeople with leads for locating and gaining access to new clients. This can greatly increase the salesperson's opportunities for making sales. All of the other alternatives are benefits to the business of building a clientele. It can help to hold down selling costs because it costs more to make an initial sale than a repeat sale. It also can provide word-of-mouth advertising that builds and promotes company image and convinces loyal customers that higher prices are acceptable because of other benefits they receive from dealing with the business.
SOURCE: SE:828
SOURCE: SE LAP 115—Keep Them Loyal (Building Clientele)
3. A
Credit, delivery, and discounts. Terms-of-sale policies are guidelines covering the aspects of a sale with which customers are usually most concerned, through price, delivery, credit, discount, and guarantee policies. Installation, maintenance, and returns are examples of service policies. Entertaining the customer and prospecting are examples of policies that govern the salesperson's selling activities.
SOURCE: SE:932
SOURCE: SE LAP 121—Sell Right (Selling Policies)
4. D
Customer. Customers often are the best source of information about how effectively a product functions because they use it on a regular basis. Salespeople should ask customers questions about the products they use in order to learn more about how the products work and how reliable they are in everyday usage. Competitors are unlikely to provide salespeople with product information. Salespeople usually do not find out how effective products are from designers or advertisers because these people may not use the products on a regular basis.
SOURCE: SE:062
SOURCE: SE LAP 131—Get Informed (Acquire Product Information for Selling)
5. A
Construction and materials. Some of the most common features of products are construction and materials. Salespeople can use these features to explain to customers the difference between two items. For example, construction and materials would explain the difference between two mattresses, and why one is firmer than the other or why one is more expensive than the other. Appearance and style have more to do with fashion and design than with the difference between two items. Unique or novel features often set a product or business apart from competitors. Similar products generally have the same use, although durability may be a difference.
SOURCE: SE:109
SOURCE: SE LAP 113—Find Features, Boost Benefits
6. C
Gain the customer's confidence. The completion of the sale may be determined by the first few minutes that a salesperson spends with the customer. The salesperson's goals should include gaining a repeat customer, not simply closing one sale. To do that, the salesperson should attempt to help the customer feel comfortable, not on guard. Salespeople should welcome customer objections because they indicate the customer's interest in the product.
SOURCE: SE:048
SOURCE: SE LAP 126—Set Your Sales (Selling Process)

7. A

Tone of voice. An enthusiastic tone of voice lets customers know that the salesperson likes what s/he does and believes in what is being sold. Other ways to demonstrate enthusiasm would be through posture, gestures, eye contact, facial expression, and choice of words. Salespersons should avoid physical contact with customers. Product endorsements show the enthusiasm of persons other than the salesperson, e.g., celebrities.

SOURCE: SE:110

SOURCE: Farese, L.S., Kimbrell, G., Woloszyk, C.A. (2012). *Marketing essentials* (pp. 308-309). Columbus, OH: Glencoe/McGraw-Hill.

8. A

Interpretive. Interpretive questions are used to check understanding when the salesperson summarizes the customer's ideas in his/her own words. These questions give the customer a chance to agree or disagree with the salesperson's interpretation of his/her remarks. Asking personal questions of a customer is not a good business practice. Asking numerous questions could make the customer feel s/he was being quizzed or that the salesperson was dense. Open-ended questions require the customer to make a response other than "yes" or "no." They are helpful in determining customer preferences.

SOURCE: SE:111

SOURCE: Farese, L.S., Kimbrell, G., Woloszyk, C.A. (2012). *Marketing essentials* (pp. 311-313). Columbus, OH: Glencoe/McGraw-Hill.

9. D

Clarify the customer's need and select substitute products. Once the salesperson has made sure the business does not have what the customer asked for, s/he must then determine what the customer's needs are and/or how the product will be used. The salesperson can then select an appropriate substitute. Explaining how to care for a product is an aspect of using product knowledge. Closing the sale and reinforcing the customer's decision are the last steps in a sales presentation. Evaluating the customer is done at the beginning of a sale.

SOURCE: SE:114

SOURCE: SE LAP 111—Get Specific (Recommend Specific Product)

10. C

Contact and payment information. Jason needs to obtain the traveler's contact information, which includes his/her name, mailing address, and telephone number. In many situations, the airline sends confirmation and tickets to the customer's email address, so this is often useful contact information. Most airlines require partial or full payment at the time of the reservation, so Jason needs to obtain payment information such as the traveler's credit or debit card type (e.g., Visa), credit or debit card number, and the credit or debit card expiration date. Travelers present their passports to customs and authorized airport personnel when traveling to other countries. Identification numbers and travel codes are not information that an airline employee needs to obtain from travelers to reserve airline tickets.

SOURCE: SE:461

SOURCE: Clark, B., Basteri, C.G., Gassen, C., & Walker, M. (2014). *Marketing dynamics* (3rd ed.) [p. 547]. Tinley Park, IL: The Goodheart-Willcox Co.