**Chapter 1—Overview of Personal Selling**

**MULTIPLE CHOICE**

1. The part of marketing that relies heavily on interpersonal communication and interaction between buyers and sellers is called \_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| a. | Advertising |
| b. | Sales promotion |
| c. | Direct marketing |
| d. | Consumer behavior |
| e. | Personal selling |

ANS: E PTS: 1 DIF: Easy REF: p. 4

OBJ: 1

2. Natalie is a college graduate seeking a job that will allow here to interact with customers individually. She is looking for a job in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | Advertising |
| b. | Sales promotion |
| c. | Direct marketing |
| d. | Personal selling |
| e. | Management |

ANS: D PTS: 1 DIF: Easy REF: p. 4

OBJ: 1

3. Kevin is a salesperson who relies heavily on trust building. This style of selling is known as?

|  |  |
| --- | --- |
| a. | Personal selling |
| b. | Mental states selling |
| c. | Trust-Based relationship selling |
| d. | Canned selling |
| e. | None of the above. |

ANS: C PTS: 1 DIF: Easy REF: p. 4

OBJ: 1

4. Susan’s customers are always concerned about what they’re receiving in exchange for what they’re paying. In other words, they are concerned about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | Marketing |
| b. | Personal selling |
| c. | Customer value |
| d. | Marketing Communications |
| e. | Advertising |

ANS: C PTS: 1 DIF: Medium REF: p. 4

OBJ: 2

5. Customers perceptions of what they get for what they have to give up is referred to as Customer \_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| a. | Benefits |
| b. | Cost |
| c. | Behavior |
| d. | Engagement |
| e. | None of the above are correct |

ANS: E PTS: 1 DIF: Medium REF: p. 4

OBJ: 2

6. The most important part of marketing communications for most business firms is:

|  |  |
| --- | --- |
| a. | Personal selling. |
| b. | Advertising. |
| c. | Public relations. |
| d. | Sales promotions. |
| e. | Publicity. |

ANS: A PTS: 1 DIF: Medium REF: p. 4

OBJ: 4

7. The primary focus of transaction-focused selling is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | Salesperson and the selling organization |
| b. | Customer |
| c. | Product |
| d. | Communication process |
| e. | All of the above. |

ANS: A PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

8. The desired outcomes in trust-based relationship selling include which of the following?

|  |  |
| --- | --- |
| a. | Closed sales |
| b. | Order volume |
| c. | Trust, mutual benefits, and enhanced profits |
| d. | Profit in the short-term |
| e. | None of the above. |

ANS: C PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

9. Jennifer follows the trust-based relationship selling strategy when dealing with her customers. She can expect to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ her customers’ decision-making processes.

|  |  |
| --- | --- |
| a. | Isolated from |
| b. | Actively involved in |
| c. | Dissatisfied with |
| d. | Uncertain about |
| e. | None of the above are correct. |

ANS: B PTS: 1 DIF: Hard REF: p. 5

OBJ: 2 KEY: contributions of salespeople

10. Which of the following is most accurate with respect to post sale follow-up?

|  |  |
| --- | --- |
| a. | Transaction-focused selling includes substantial follow-up. |
| b. | Transaction-focus selling includes little to no follow-up. |
| c. | Trust-based relationship selling involves substantial follow-up. |
| d. | Trust-based relationship selling it involves little to no follow-up. |
| e. | Both B and C are correct. |

ANS: E PTS: 1 DIF: Medium REF: p. 5

OBJ: 2 KEY: revenue

11. Which of the following is not a typical skill required for trust-based relationship selling?

|  |  |
| --- | --- |
| a. | Financial planning |
| b. | Information gathering |
| c. | Listening and questioning |
| d. | Strategic problem solving |
| e. | Team building and teamwork |

ANS: A PTS: 1 DIF: Easy REF: p. 5

OBJ: 7

12. When practicing trust-based relationship selling, salespeople should do all of the following except:

|  |  |
| --- | --- |
| a. | Act as a business consultant and long-term ally. |
| b. | Participate in two-way and collaborative communication. |
| c. | Practice stimulus-response selling. |
| d. | Be actively involved in the customer's decision making process. |
| e. | Provide continued follow-through. |

ANS: C PTS: 1 DIF: Easy REF: p. 5

OBJ: 7

13. The series of conversations between buyers and Sellers that take place over time in an attempt to build relationships is referred to as \_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | Advertising |
| b. | Sales dialogue |
| c. | Sales presentation |
| d. | Sales communication |
| e. | Sales conversation |

ANS: B PTS: 1 DIF: Medium REF: p. 6

OBJ: 2

14. Ethan is engage in sales \_\_\_\_\_\_\_\_\_\_ , which refers to a series of conversations between buyers and sellers that occur as salespeople attempt to initiate, develop, and enhance customer relationships

|  |  |
| --- | --- |
| a. | Training |
| b. | Dialogue |
| c. | Calling |
| d. | Pitching |
| e. | Both C and D are correct |

ANS: B PTS: 1 DIF: Easy REF: p. 6

OBJ: 2

15. Sales \_\_\_\_\_\_\_\_\_\_\_\_\_ is a customer-oriented approach that uses truthful, non-manipulative tactics to satisfy the long-term needs of both the customer and the selling firm.

|  |  |
| --- | --- |
| a. | Dialogue |
| b. | Pitching |
| c. | Communication |
| d. | Professionalism |
| e. | Engagement |

ANS: D PTS: 1 DIF: Hard REF: p. 7

OBJ: 3

16. Kim is proud to be a salesperson because she knows she is benefiting society by helping to \_\_\_\_\_\_\_\_\_\_ and promote the \_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| a. | Stimulate the economy; diffusion of innovation |
| b. | Add value; welfare of the company for which she works |
| c. | Uncover needs; solutions |
| d. | Sell products; company’s brands |
| e. | Sell products; development of her customers |

ANS: A PTS: 1 DIF: Medium REF: p. 8

OBJ: 4

17. Salespeople have contributed to the economic growth of the United States in two basic ways:

|  |  |
| --- | --- |
| a. | By stimulating economic transactions and encouraging research and development. |
| b. | By bringing producers news about the state of the market and introducing new products to people in rural areas. |
| c. | By stabilizing economic transactions and assisting in recovery cycles. |
| d. | By sustaining periods of relative prosperity and developing product awareness among consumers. |
| e. | By stimulating economic transactions and increasing the diffusion of innovation. |

ANS: E PTS: 1 DIF: Medium REF: p. 8-9

OBJ: 4

18. As the evolution of personal selling continues, which of the following is not a predicted sales force response to an expected change?

|  |  |
| --- | --- |
| a. | More emphasis will be placed on developing and maintaining trust-based long-term customer relationships. |
| b. | Greater emphasis will be placed on team selling. |
| c. | There will be an increase in the use of technology (e.g., laptop computers, electronic mail, and fax machines). |
| d. | More sales dollars will be spent on advertising. |
| e. | There will be an increase in the globalization of sales efforts. |

ANS: D PTS: 1 DIF: Medium REF: p. 9

OBJ: 4

19. One of the key roles that salespeople client in society is the distribution of knowledge about new technology. In other words, salespeople helped with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

|  |  |
| --- | --- |
| a. | Growth of revenue |
| b. | Diffusion of innovation |
| c. | Market research process |
| d. | Distribution of products |
| e. | None of the above. |

ANS: B PTS: 1 DIF: Easy REF: p. 9

OBJ: 4

20. Salespeople have the following relationship with revenue in most business firms:

|  |  |
| --- | --- |
| a. | Indirect. |
| b. | Direct. |
| c. | No relationship. |
| d. | Parallel. |
| e. | Inverse. |

ANS: B PTS: 1 DIF: Easy REF: p. 10

OBJ: 4

21. According to the text, in considering the responsibility for revenue production, salespeople usually feel the brunt of the pressure along with:

|  |  |
| --- | --- |
| a. | The firm's stockholders. |
| b. | The firm's production staff. |
| c. | The firm's management staff. |
| d. | The firm's financial staff. |
| e. | The customer service supervisor. |

ANS: C PTS: 1 DIF: Medium REF: p. 10

OBJ: 4

22. While accountants and financial staff are concerned with profitability in \_\_\_\_ terms, salespeople are primarily concerned with profitability in \_\_\_\_ terms.

|  |  |
| --- | --- |
| a. | Top-line, bottom-line |
| b. | Accounting, sales |
| c. | Profit/loss, revenue |
| d. | Cost-of-production, cost-of-sales |
| e. | Bottom-line, top-line |

ANS: E PTS: 1 DIF: Hard REF: p. 10

OBJ: 4

23. According to the text, salespeople contribute to their firms in each of the following ways except?

|  |  |
| --- | --- |
| a. | Maximizing customer count |
| b. | Helping with market research |
| c. | Generating revenue |
| d. | Becoming leaders in the future |
| e. | Each of the above is correct |

ANS: A PTS: 1 DIF: Medium REF: p. 10

OBJ: 4

24. As a salesperson, you are expected to:

|  |  |
| --- | --- |
| a. | Get to know the buyers on a personal level. |
| b. | Contribute to the success of the buyer's firm. |
| c. | Serve your employer's interests only. |
| d. | Only be concerned with meeting your sales quota. |
| e. | Not get involved with your customers' problems. |

ANS: B PTS: 1 DIF: Medium REF: p. 11

OBJ: 4

25. Which of the following is most accurate with respect to buyers’ expectations of salespeople?

|  |  |
| --- | --- |
| a. | Buyers expect salespeople to be self-serving. |
| b. | Buyers expect salespeople to be driven solely by profit. |
| c. | Ultimately, buyers have little to no expectations of salespeople. |
| d. | Buyers expect sales people to contribute to the success of the buyer’s firm |
| e. | All of the above are accurate. |

ANS: D PTS: 1 DIF: Hard REF: p. 11

OBJ: 4

26. Which of the following is not one of the four basic approaches to personal selling that were identified three decades ago?

|  |  |
| --- | --- |
| a. | Stimulus-response |
| b. | Need-satisfaction |
| c. | Contingency-selling |
| d. | Mental-states |
| e. | Problem-solution |

ANS: C PTS: 1 DIF: Easy REF: p. 12

OBJ: 5

27. Continued affirmation selling is:

|  |  |
| --- | --- |
| a. | The primary sales method utilized by professional salespeople |
| b. | The same thing as Adaptive Selling |
| c. | A sales presentation that is unplanned and developed in response to the needs of the customer |
| d. | A sales presentation unrelated to stimulus response selling |
| e. | An example of stimulus response selling |

ANS: E PTS: 1 DIF: Easy REF: p. 12

OBJ: 5

28. According to the text, when salespeople alter their sales messages and behaviors during a sales presentation, or as they encounter different sales situations, they are using:

|  |  |
| --- | --- |
| a. | Value-based selling. |
| b. | Response selling. |
| c. | Interactive selling. |
| d. | Adaptive selling. |
| e. | Situational selling. |

ANS: D PTS: 1 DIF: Easy REF: p. 12

OBJ: 5

29. Which of the five views of personal selling is considered to be the simplest?

|  |  |
| --- | --- |
| a. | Stimulus-response |
| b. | Need-satisfaction |
| c. | Contingency-selling |
| d. | Mental-states |
| e. | Problem-solution |

ANS: A PTS: 1 DIF: Hard REF: p. 12

OBJ: 5

30. Which of the following statements pertaining to the stimulus-response form of personal selling is true?

|  |  |
| --- | --- |
| a. | The buyer takes a dominant role in the sales dialogue. |
| b. | The stimulus-response sales strategy cannot be used with a canned sales presentation. |
| c. | The stimulus-response sales strategy must be conducted in person because of the necessity for visual aids. |
| d. | An example of the stimulus-response sales strategy would be the continued affirmation method. |
| e. | The stimulus-response sales strategy has the advantage of flexibility. |

ANS: D PTS: 1 DIF: Hard REF: p. 12

OBJ: 5

31. The mental-states, or formula approach, to personal selling assumes that buyers must be led through four mental states, which occur in this order:

|  |  |
| --- | --- |
| a. | Interest, attention, desire, action. |
| b. | Attention, desire, interest, action. |
| c. | Curiosity, interest, conviction, purchase. |
| d. | Attention, interest, desire, action. |
| e. | Listening, considering, aspiring, deciding. |

ANS: D PTS: 1 DIF: Medium REF: p. 13

OBJ: 5

32. Need-satisfaction personal selling is based on the idea that:

|  |  |
| --- | --- |
| a. | Customers need to be told what they want. |
| b. | The customer needs to know what products the firm offers. |
| c. | Salespeople should be friendly because customers need to feel that they are appreciated. |
| d. | Customers purchase to satisfy a particular need or set of needs. |
| e. | Customers have only one need at a time and it must be met before the salesperson can interest them in any other product. |

ANS: D PTS: 1 DIF: Easy REF: p. 14

OBJ: 5

33. All of the following statements accurately reflect factors that pertain to need-satisfaction selling except?

|  |  |
| --- | --- |
| a. | This method focuses on the salesperson and his/her product offerings. |
| b. | The salesperson utilizes questioning, probing tactics to uncover important buyer needs. |
| c. | The salesperson waits until relevant needs have been established before discussing product offerings. |
| d. | The customer dominates the early portion of the sales interaction. |
| e. | It is the salesperson's duty to identify the need to be met and then help the buyer in meeting that need. |

ANS: A PTS: 1 DIF: Medium REF: p. 14

OBJ: 5

34. The problem-solving view of personal selling is an extension of:

|  |  |
| --- | --- |
| a. | Needs-satisfaction selling. |
| b. | Stimulus-response selling. |
| c. | Contingency selling. |
| d. | Mental-states selling. |
| e. | Problem-solution selling. |

ANS: A PTS: 1 DIF: Easy REF: p. 14

OBJ: 5

35. Which one of the following is not a stage in the problem-solving approach to selling?

|  |  |
| --- | --- |
| a. | Continue selling until purchase decision. |
| b. | Generate alternative solutions. |
| c. | Follow up sale with additional product offerings. |
| d. | Define problem. |
| e. | Evaluate alternative solutions. |

ANS: C PTS: 1 DIF: Medium REF: p. 15

OBJ: 5

36. A personal selling approach that involves helping customers reach their strategic goals by using the products, services and expertise of the sales organization is called:

|  |  |
| --- | --- |
| a. | Needs-satisfaction selling. |
| b. | Consultative selling. |
| c. | Alternative-solutions approach. |
| d. | Stimulus-response selling. |
| e. | Adaptable response method. |

ANS: B PTS: 1 DIF: Easy REF: p. 15

OBJ: 5

37. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the role the salesperson plays in consultative selling were he or she arranges the use of the sales organization’s resources in an effort to satisfy the customer.

|  |  |
| --- | --- |
| a. | Strategic orchestrator |
| b. | Business consultant |
| c. | Long-term ally |
| d. | Business partner |
| e. | Strategic innovator |

ANS: A PTS: 1 DIF: Medium REF: p. 15

OBJ: 6 KEY: salesperson's responsibility

38. David is always willing to support his customers even when an immediate sale is not expected. David is perceived by his customers as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ one of the roles David plays as a consultative salesperson.

|  |  |
| --- | --- |
| a. | Strategic orchestrator |
| b. | Business consultant |
| c. | Long-term ally |
| d. | Business partner |
| e. | Strategic innovator |

ANS: C PTS: 1 DIF: Hard REF: p. 16

OBJ: 6

39. Which of the roles salespeople play in consultative selling is most dependent upon the salesperson’s business, industry, and customer knowledge?

|  |  |
| --- | --- |
| a. | Strategic orchestrator |
| b. | Business consultant |
| c. | Long-term ally |
| d. | Business partner |
| e. | Strategic innovator |

ANS: B PTS: 1 DIF: Hard REF: p. 16

OBJ: 6

40. The most important part of the salesperson's job is:

|  |  |
| --- | --- |
| a. | Tracking accounts receivable. |
| b. | The sales process. |
| c. | Training new salespersons. |
| d. | Maintaining their credibility and integrity. |
| e. | Attending training sessions. |

ANS: B PTS: 1 DIF: Medium REF: p. 17

OBJ: 7

41. The sales process is usually described as a series of \_\_\_\_ steps.

|  |  |
| --- | --- |
| a. | Ten |
| b. | Cumulative |
| c. | Interrelated |
| d. | Separate but equal |
| e. | Different |

ANS: C PTS: 1 DIF: Medium REF: p. 17

OBJ: 7

42. The sales process begins with:

|  |  |
| --- | --- |
| a. | The training of the sales force. |
| b. | Locating qualified prospective customers. |
| c. | Planning the sales presentation. |
| d. | The completion of the sale. |
| e. | Making an appointment to see the customer. |

ANS: B PTS: 1 DIF: Easy REF: p. 17

OBJ: 7

43. Salespeople who are customer oriented, honest, dependable, competent, and likable are in a good position to establish

|  |  |
| --- | --- |
| a. | Rapport. |
| b. | Trust. |
| c. | Commitment. |
| d. | Customer feedback. |
| e. | Source credibility. |

ANS: B PTS: 1 DIF: Medium REF: p. 17

OBJ: 7

44. Which of the following is not part of the Trust-Based Sales Process model outlined in the text?

|  |  |
| --- | --- |
| a. | Selling Foundations |
| b. | Selling situation |
| c. | Initiating customer relationships |
| d. | Developing customer relationships |
| e. | Enhancing customer relationships |

ANS: B PTS: 1 DIF: Hard REF: p. 17-18

OBJ: 7

45. Advantages of most sales jobs include all of the following except?

|  |  |
| --- | --- |
| a. | Job variety |
| b. | Advancement opportunities |
| c. | Immediate feedback |
| d. | Regular vacations |
| e. | Each of the above is correct |

ANS: D PTS: 1 DIF: Hard REF: p. 19

OBJ: 7

46. Which of the following is not a class of sales job?

|  |  |
| --- | --- |
| a. | Sales support |
| b. | New business |
| c. | Territory manager |
| d. | Inside |
| e. | Direct-to-consumer |

ANS: C PTS: 1 DIF: Medium REF: p. 20

OBJ: 7

47. In which of the following types of sales positions is a pharmaceutical industry representative likely to be found?

|  |  |
| --- | --- |
| a. | Detailer |
| b. | Retailer |
| c. | Pioneer |
| d. | Order-getter |
| e. | Order-taker |

ANS: A PTS: 1 DIF: Hard REF: p. 21

OBJ: 7

**TRUE/FALSE**

1. Personal selling and trust-based relationship selling are essentially the same thing.

ANS: F PTS: 1 DIF: Medium REF: p. 4

OBJ: 1

2. Ultimately, customer value is determined by the salesperson.

ANS: F PTS: 1 DIF: Medium REF: p. 4

OBJ: 2

3. Ultimately, customer value is determined by the customer.

ANS: T PTS: 1 DIF: Medium REF: p. 4

OBJ: 2

4. “Does this salesperson help me achieve my strategic priorities?” can be a question customers ask themselves when assessing customer value.

ANS: T PTS: 1 DIF: Easy REF: p. 4

OBJ: 2

5. “Is this salesperson dependable?” can be a question customers ask themselves when assessing customer value.

ANS: T PTS: 1 DIF: Easy REF: p. 4

OBJ: 2

6. The primary focus of trust-based relationships selling is the salesperson and the selling firm.

ANS: F PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

7. The primary focus of trust-based relationships selling is the customer and the customer’s customer.

ANS: T PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

8. As a salesperson utilizing a trust-based approach to selling, Ann should focus on maximizing her commission and her company’s profit each quarter.

ANS: F PTS: 1 DIF: Hard REF: p. 5

OBJ: 2

9. Post-sale follow-up is an important part of transaction-focused selling.

ANS: F PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

10. Salespeople involved in trust-based relationship selling are often actively involved in the customer’s decision-making process.

ANS: T PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

11. Essentially, transaction-focused selling and trust-based selling require the same skill sets.

ANS: F PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

12. Strategic problem solving is a skill required by trust-based relationship selling but not by transaction-focused selling.

ANS: T PTS: 1 DIF: Hard REF: p. 5

OBJ: 2

13. Salespeople engaged in transaction-focused selling need to find ways to add value through post-sale follow-up.

ANS: F PTS: 1 DIF: Medium REF: p. 5

OBJ: 2

14. A sales dialogue involves a series of conversations between the sellers and buyers.

ANS: T PTS: 1 DIF: Easy REF: p. 6

OBJ: 2

15. One of the reasons for engaging in sales dialogue is so that the salesperson can clarify the buyer’s situation and buying processes.

ANS: T PTS: 1 DIF: Medium REF: p. 6

OBJ: 2

16. One of the reasons for engaging in sales dialogue is so that the salesperson all of the features and benefits his/her product offers

ANS: F PTS: 1 DIF: Medium REF: p. 6

OBJ: 2

17. A customer-oriented sales approach employs truthful, but manipulative, tactics to satisfy the long-term needs of both the customer and the selling firm.

ANS: F PTS: 1 DIF: Medium REF: p. 7

OBJ: 3

18. The new generation of salespeople will face demands from sophisticated buyers, economic uncertainties, and new technologies.

ANS: T PTS: 1 DIF: Easy REF: p. 8

OBJ: 3

19. Salespeople help to stimulate the economy.

ANS: T PTS: 1 DIF: Easy REF: p. 8

OBJ: 4

20. Salespeople play an inconsequential role in the diffusion of innovation.

ANS: F PTS: 1 DIF: Medium REF: p. 9

OBJ: 4

21. Salespeople are expected to be recognized as a key force in executing the appropriate strategies and tactics necessary for survival and growth.

ANS: T PTS: 1 DIF: Easy REF: p. 9

OBJ: 4

22. Consumers who are likely to be early adopters of an innovation often rely on the salesperson as a secondary source of information.

ANS: F PTS: 1 DIF: Hard REF: p. 9

OBJ: 4

23. As a salesperson, Larry is expected to identify customers but is not responsible for generating revenue.

ANS: F PTS: 1 DIF: Easy REF: p. 10

OBJ: 4

24. Salespeople are revenue producers for the company.

ANS: T PTS: 1 DIF: Easy REF: p. 10

OBJ: 4

25. Salespeople are the only members of an organization responsible for generating revenue.

ANS: F PTS: 1 DIF: Easy REF: p. 10

OBJ: 4

26. Salespeople should only be concerned with sales revenue.

ANS: F PTS: 1 DIF: Easy REF: p. 10

OBJ: 4

27. Julie is a salesperson. As a salesperson, one of Julie’s responsibilities will likely be to assist with market research.

ANS: T PTS: 1 DIF: Medium REF: p. 10

OBJ: 4

28. Salespeople are rarely involved in market research because their time is better utilized in sales efforts.

ANS: F PTS: 1 DIF: Medium REF: p. 10

OBJ: 4

29. Salespeople rarely get promoted into management positions because their training makes them too valuable where they are.

ANS: F PTS: 1 DIF: Easy REF: p. 10

OBJ: 4

30. Professional buyers expect salespeople to coordinate all aspects of the product and service to provide a total package.

ANS: T PTS: 1 DIF: Medium REF: p. 11

OBJ: 4

31. As salespeople serve their customers, they simultaneously serve their employers and society.

ANS: T PTS: 1 DIF: Easy REF: p. 11

OBJ: 4

32. When salespeople alter their sales messages and behaviors during a sales presentation or as they encounter different sales situations they are practicing manipulative selling.

ANS: F PTS: 1 DIF: Easy REF: p. 12

OBJ: 5

32. While the Adaptive Selling is important to the Need Satisfaction approach to selling, it is relatively unimportant to stimulus-response selling

ANS: T PTS: 1 DIF: Medium REF: p. 12

OBJ: 5

33. The theoretical background for the stimulus-response approach to personal selling originated in early experiments with animal behavior.

ANS: T PTS: 1 DIF: Medium REF: p. 12

OBJ: 5

34. In stimulus-response selling, the salesperson listens for "cues" from the buyer and adjusts his presentation to match those "cues."

ANS: F PTS: 1 DIF: Medium REF: p. 12

OBJ: 5

35. Stimulus-response selling is most effective in situations involving important purchase decisions and when time is not critical.

ANS: F PTS: 1 DIF: Easy REF: p. 13

OBJ: 5

36. Careful listening is required when using the mental-states selling approach to determine which stage the buyer is in at a given point in time.

ANS: T PTS: 1 DIF: Hard REF: p. 13-14

OBJ: 5

37. The mental states approach to selling requires salespeople to listen very carefully (when using this approach).

ANS: F PTS: 1 DIF: Easy REF: p. 13-14

OBJ: 5

38. If you were a salesperson using the mental-states approach and your customer was in the action state, you would attempt to close the deal.

ANS: T PTS: 1 DIF: Easy REF: p. 13

OBJ: 5

39. Unfortunately, the needs-satisfaction approach tends to increase the defensiveness of some prospects because the salesperson rapidly moves to the persuasive part of the sales message.

ANS: F PTS: 1 DIF: Hard REF: p. 14

OBJ: 5

40. Common selling approaches for practicing trust-based relationship selling include need-satisfaction, problem-solving, and consultative.

ANS: T PTS: 1 DIF: Easy REF: p. 14-15

OBJ: 5

41. In consultative selling, salespeople fulfill three primary roles: strategic orchestrator, business consultant, and order-taker.

ANS: F PTS: 1 DIF: Medium REF: p. 15-16

OBJ: 5

42. Business consultant is one of the roles important to consultative selling.

ANS: T PTS: 1 DIF: Easy REF: p. 16

OBJ: 5

43. Business partner is one of the roles important to consultative selling.

ANS: F PTS: 1 DIF: Easy REF: p. 15-16

OBJ: 5

44. Consultative selling is more or less the same thing as trust-based relationship selling.

ANS: F PTS: 1 DIF: Medium REF: p. 15

OBJ: 5 KEY: needs-satisfaction

45. The three phases of the sales process are developing, maintaining, and enhancing customer relationships.

ANS: F PTS: 1 DIF: Easy REF: p. 17

OBJ: 6

46. The ability to understand buyers is one of the selling foundations in the trust-based sales process

ANS: T PTS: 1 DIF: Medium REF: p. 17

OBJ: 6 KEY: consultative selling

47. The ability to develop appropriate selling strategy is important to trust-based sales process.

ANS: T PTS: 1 DIF: Easy REF: p. 18

OBJ: 6

48. The nature of professional selling is such that salespeople get regular feedback on their performance.

ANS: T PTS: 1 DIF: Easy REF: p. 19

OBJ: 7

49. Most sales jobs do not provide much job variety.

ANS: F PTS: 1 DIF: Easy REF: p. 19

OBJ: 7

50. Although missionary salespeople engage in the sales process, they usually are not involved with the actual purchase transaction.

ANS: T PTS: 1 DIF: Easy REF: p. 20

OBJ: 7

51. “Order-getters” are also called “hunters”, whereas “Order takers” are also called “farmers”.

ANS: T PTS: 1 DIF: Medium REF: p. 21

OBJ: 7

52. Inside sales another form of retail sales.

ANS: F PTS: 1 DIF: Easy REF: p. 22

OBJ: 7

**COMPLETION**

1. \_\_\_\_\_\_\_\_\_\_\_\_ relies heavily on interpersonal interactions between buyers and Sellers to initiate, develop, and enhance customer relationships.

ANS: Personal Selling

PTS: 1 DIF: Easy REF: p. 4 OBJ: 1

2. \_\_\_\_\_\_\_\_\_\_\_\_ is the customer’s perception of what they get for what they have to give up.

ANS: Customer Value

PTS: 1 DIF: Medium REF: p. 4 OBJ: 2

3. The primary focus of transaction-focused selling is the \_\_\_\_\_\_\_\_\_\_ and the selling firm.

ANS: Salesperson

PTS: 1 DIF: Easy REF: p. 5 OBJ: 2

4. Strategic problem solving is a skill required all of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ selling.

ANS: Trust-based Relationship

PTS: 1 DIF: Medium REF: p. 5 OBJ: 2

5. Business conversations between buyers and Sellers that occur as salespeople tend to initiate, develop, and enhance customer relationships are referred to as \_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Sales Dialogue

PTS: 1 DIF: Medium REF: p. 6 OBJ: 2

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to a customer-oriented approach that uses truthful, non-manipulative tactics to satisfy the long-term needs of both the customer and the selling firm.

ANS: Sales Professionalism

PTS: 1 DIF: Medium REF: p. 7 OBJ: 3

7. \_\_\_\_\_\_\_\_\_\_\_\_refers to something that stimulates or incites activity in the economy.

ANS: Economic Stimuli

PTS: 1 DIF: Medium REF: p. 8 OBJ: 4

8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the process whereby new products, services, and ideas are distributed to the members of society.

ANS: Diffusion of Innovation

PTS: 1 DIF: Hard REF: p. 9 OBJ: 4

9. The role fulfilled by salespeople that brings in revenue or income to the firm or company is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

ANS: Revenue Producers

PTS: 1 DIF: Easy REF: p. 10 OBJ: 4

10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the ability of salespeople to alter their sales messages and behaviors during a sales presentation or as they encounter different sales situations and different customers.

ANS: Adaptive Selling

PTS: 1 DIF: Medium REF: p. 12 OBJ: 5

11. The approach to personal selling where the key idea is that various stimuli can elicit predictable responses from the customers is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Stimulus Response Selling

PTS: 1 DIF: Hard REF: p. 12 OBJ: 5

12. Jim use as a memorized presentation format when making sales calls. In other words, Jim is using a \_\_\_\_\_\_\_\_\_\_\_sales presentation approach.

ANS: Canned

PTS: 1 DIF: Easy REF: p. 12 OBJ: 5

13. The approach to selling that relies heavily on the AIDA concept is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ selling.

ANS: Mental States

PTS: 1 DIF: Medium REF: p. 13 OBJ: 5

14. AIDA is an acronym that stands for attention, interest, desire, and \_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Action

PTS: 1 DIF: Easy REF: p. 13 OBJ: 5

15. An approach to selling based on the notion that the customers buying to satisfy particular need or set up needs is referred to as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ selling.

ANS: Need Satisfaction

PTS: 1 DIF: Medium REF: p. 14 OBJ: 5

16. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ selling is an extension of needs-satisfaction selling.

ANS: Problem-solving

PTS: 1 DIF: Easy REF: p. 14 OBJ: 5

17. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_refers to the process of helping customers reach their strategic goals by using the products, services, and expertise of the sales organization.

ANS: Consultative Selling

PTS: 1 DIF: Hard REF: p. 15 OBJ: 5

18. In her role as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Susan arranges the use of the sales organization’s resources in an effort to satisfy the customer.

ANS: Strategic Orchestrator

PTS: 1 DIF: Hard REF: p. 15 OBJ: 5

19. The three roles played in consultative selling include strategic orchestrator, business consultant, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Long-term Ally

PTS: 1 DIF: Medium REF: p. 16 OBJ: 5

20. One of the selling foundations in the trust-based sales process is trust and \_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Ethics

PTS: 1 DIF: Medium REF: p. 17 OBJ: 6

21. The final stage of the trust-based sales process is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ customer relationships.

ANS: Enhancing

PTS: 1 DIF: Easy REF: p. 17 OBJ: 6

22. The first step of the initiating customer relationships phase of the trust-based sales process is strategic \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Prospecting

PTS: 1 DIF: Hard REF: p. 17 OBJ: 6

23. In the Trust-Based sales process salespeople need to develop a selling strategy for their sales territory each customer and each \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Sales Call

PTS: 1 DIF: Medium REF: p. 18 OBJ: 6

24. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ salespeople refers to a category of sales support personnel who are not typically involved in the direct solicitation of purchase orders.

ANS: Missionary

PTS: 1 DIF: Medium REF: p. 20 OBJ: 7

25. Because order-getters actively seek orders (usually in a highly competitive environment), they are also called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Hunters

PTS: 1 DIF: Medium REF: p. 21 OBJ: 7

26. Because order-takers specialize in maintaining current business, they are also called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

ANS: Farmers

PTS: 1 DIF: Medium REF: p. 21 OBJ: 7

27. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to non-retail sales positions where the salesperson remains in his/her employer’s place of business while dealing with customers.

ANS: Inside Sales

PTS: 1 DIF: Medium REF: p. 22 OBJ: 7