



FINAL EXAM

Course # 371011 Sales Management: Products and Services

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Sales Management: Products and Services

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12 CPE Credit Hours
Management

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Chapter 1 - Sales management and selling: Its development and role in the American society

1. Which of the following statements about sales management in the 21st century is true?
 - Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss
 - Transactional exchanges no longer occur
 - Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort
 - Salespeople make little use of the Internet because they realize the importance of the personal touch

2. _____ is the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or group's purchase decision.
 - Sales management
 - Personal selling
 - Sales promotion
 - Marketing

3. _____ is the practice of building ties to customers based on a salesperson's attention and commitment to customer needs over time.
 - Relationship selling
 - Order processing
 - Order taking
 - Customer value creation

4. Partnership selling is sometimes called:
 - Transactional marketing
 - Enterprise selling
 - Strategic pairing
 - Creative selling

5. The contributions of selling include all except:
 - The world beats a path to your door

- Productive economy
- High standard of living
- Generates direct revenue and profits

6. Our economy has shifted from a "manufacturing-oriented" economy to a:

- A market-oriented economy
- A product driven economy
- A service driven economy
- A export driven economy

Chapter 2 - The salesperson's responsibilities and qualifications

7. Successful selling does all the following except:

- Ends with the initial order
- Builds volume
- Generates repeat orders
- Satisfies the buyer

8. The salesman's duties also include:

- Filling orders
- Business development
- Completing reports
- Collecting market information

9. The only business function that generates direct revenue and profits is:

- Selling
- Accounting
- Finance
- Production

10. _____ is not a common way to classify the salesperson's job:

- Manufacturer
- Service
- Wholesaler
- Retailer

11. Which of the following is not required for the Executing Skills category of SMEI's SCPSA® certification program.?

- Supply Chain Management (SCM)
- Overcoming objections
- Closing
- Customer Relations Management (CRM)

Chapter 3 - Selling as a career

Chapter 4 - Motivation and consumer behavior

12. To be effective in his/her work the salesman must be able to do all the following except:

- Analyze consumer behavior
- Stick to consumer's mind
- Understand consumer behavior
- Understand what influences a particular customer

13. Maslow's theory of motivation is based on a hierarchy of human needs. The need satisfied by greater income is

- Self-actualization
- Safety
- Participation
- Authority

14. Theories of buyer motivation do not include:

- Mental-state theory
- Product development theory
- Appeal-response theory
- Buying-decision theory

Chapter 5 - Information on the company, the product, competition, and advertising

15. Although a salesperson is well informed as her product she need not know:

- How the product is made
- How life cycle costing is determined.
- The different styles
- The different models

16. _____ is not an advantage of advertising:

- Increased demand for product or service
- Media selection is easier in this technological age
- Creates faster turnover of inventories
- Identifies quality products (brand names)

17. Product information helps the salesperson to:

- Pre-sell products and services
- Reinforce sales presentations
- Keep up to date on product knowledge, which is a never-ending process
- Secure new leads and contracts

18. The three C's of credits not include:

- Capital
- Commitment
- Character
- Capacity

19. There are many different ways in which the word price is used. This does not include:

- Right price
- List price
- Net price
- Zone price

20. _____ is not a law regulating prices and trade practices:

- Sherman Antitrust Act of 1890
- Pure Food and Drugs Act of 1906
- Blue Laws Act of 2001
- Federal Trade Commission Act of 1914

Chapter 6 - Credit, pricing, and discounts

Chapter 7 - The selling process and prospecting

21. The selling process can be broken into a series of steps that include all except:

- Baiting the hook
- Prospecting
- Planning and delivering presentation
- Handling objections and closing

22. Which one of the following is not a prospecting method?

- Cold-canvas
- Lists
- Bait and switch
- Company leads

Chapter 8 - Types of sales presentations and considerations for effective delivery

23. _____ is not a type of sales presentation:

- Standard memorized presentation
- Outline presentation
- Illustrative presentation
- Program presentation

24. An effective delivery to be successful will not include:

- Preparation and organization
- Mock presentation
- Proper setting and showing
- Outline of key points

25. The salesperson will always explain her product or service in terms of appeal except for:

- Dreaming
- Hearing seeing
- Feeling

Smelling and tasting

26. The successful sales person will emphasize:

- The poor quality of the competitor's products
- Avoid comparisons of competing products or services
- Make comparisons of different and similar products
- The pros and cons of her own products

Chapter 9 - Opening the sales interview

27. In executing the opening , _____ is not one of the things that a salesperson should avoid:

- False flattery
- Low-pressure tactics
- Insincerity
- Cocky and overly aggressive

Chapter 10 - Handling objections

28. Which of the following is not a major cause of customer complaints?

- Improper buying, habitual complainers
- Inefficient store system
- Quality relative to price
- Inadequate trained personnel

29. Price objections can not include:

- Quantity discount
- Price is too high
- I'm waiting for a lower price
- I don't wish to spend that much

30. Objection based on bad service experience does not include:

- "You don't have a service representative nearby"
- "You have a lemon here"
- "It takes too long to get service"

You have a reputation for giving bad service

31. To handle objections in a positive manner the salesperson should do all the following except:

Demonstrate the product appealing to the senses

Guarantee the favorable result

Compare the product with other products

Appeal to the prospects needs and wants

Chapter 11 - Closing the sale

32. In closing the salesperson should not:

Offer price and quality guarantee

Instill confidence

Be adequately prepared

Use careful planning and effective execution

33. The most accurate closing signals furnished by the prospect's comments include all except:

I'd like to see other samples

It's better than anything I've seen

What would my monthly payments be

How soon can you deliver this product

34. Trial closes are not usually necessary when:

The prospect is not completely ready

There are questions on the prospect's priority in buying

Insufficient information has been presented

The salesperson may have answered the prospect's objections satisfactorily.

35. Which of the following is not a common method used for closing?

Get the prospect to make minor decisions first

The conditional method

The true-false choice

Point out the risks of waiting

Chapter 12 - Customer relations

36. Successful selling cannot depend on:

- Criticizing the competitions weaknesses
- Repeat sales
- Satisfied customers
- Creating good will

37. Good relations with customers can be developed by:

- Sell at a low commission
- Give post sales instructions and helpful hints
- Send fliers with rebates
- Look for related ways to help the customer

Chapter 13 - Ethics in selling

38. Ethics in selling does not have to do with:

- Moral principles
- Good actions and practices
- Standard codes of ethics: professional conduct
- Profit margin on sales

39. The salesperson's responsibility to the consumer does not include:

- To serve the consumer
- To sell something the consumer does not need
- To fill the consumer's needs
- To satisfy the consumer

40. The salesperson's responsibility to the government and society does not encompass:

- Concerned solely with making the company a profit
- Concern for unemployment
- Concern with pollution
- Concern with crime

41. SMEI's International Code of Ethics for Sales and Marketing refers to a salesperson's pledge of high standards in serving your company, its customers, and free enterprise.

True

False

Chapter 14 - Personal planning and

42. The self-directed salesperson does not:

Plan and control

Be self motivate

Set her own goals

Resign herself to fate

43. The salesperson should analyze the following quantitative aspects except:

Sales volume breakdown of mail, telephone and sales in person

Cash collections from credit sales

Number of average size of orders

Number of average calls to secure an order

44. To avoid wasted calls and actions the salesperson should consider all except:

Continue to call on accounts who will never buy

Determine the people he/she will visit

Consider their location

Review what happened on previous calls or sales

45. The salesperson's records should include:

Customer's to avoid

Customer's name, address, telephone number

Date of each visit

Points emphasized by the salesperson on each visit

Chapter 15 - Retail selling

46. _____ is not part of processes and purposes in retail selling:

Greet and question the customer

Determine the customer's wants or needs

- Emphasize selling the most expensive product
- Explain and demonstrate customer's selections

47. Methods of increasing retail sales do not include:

- Let the customer close the sale
- Know your merchandise
- Analyze the customer's needs
- Organize your presentation

48. After a sale the salesperson should not do the following:

- Refer to a replacement product as a substitute
- Assure the customer of his wise choice
- Give him/her some additional advice
- Thank the customer for his/her patronage

49. Common types of customers do not include:

- Just-looking type
- Assertive type
- Hurried type
- Uncertain or confused type

Chapter 16 - Industrial selling

50. Characteristics of industrial selling do not include:

- Schools
- Standardized products not highly specialized
- Hospitals
- Government agencies

51. Industrial salespersons usually have:

- More accounts
- Sales require relatively lesser technical knowledge and skills
- Sales pitches are presented to several people to secure a sale
- Many sales associates

52. Which one of the following is not a major buying motive of the purchasing agent:

- Brand
- Quality
- Service
- Price

Chapter 17 - Sales management

53. Major responsibilities of sales managers can not include:

- Set product standards
- Supervise the sales force
- Recruit and select
- Train sales personnel

54. The sales manager is not usually responsible for making company sales forecasts.

- True
- False

Chapter 18 - Selecting and training of salespeople

55. Better selection and training procedures can result in all except:

- Higher profit margins
- Lower turnover rates
- More competitive sales force
- Lower sales turnover

56. Personal interviews for sales positions basically do not include:

- Pre-basic training seminar/performance
- Preliminary or screening interview
- Follow-up or screening interview
- Planned or structured interview

57. _____ is not one of questions frequently asked in the personal interview:

- What are your religious and political views

Why do you wish to pursue a career in sales

What are your interests in our company

What are your strengths and weaknesses

Chapter 19 - The sales force of the future

58. New techniques for sales success do not include:

Get a voice-mail advantage

Frequent house calls

Improve your e-mail habits

FAX casually

59. Which of the following is not a sales force productivity driver?

Sales research

Sales force investment and organization

Sales budget

People selection, recruitment and training

60. Territory level analysis has proven most to be useful for the issues except:

If salespeople do not allocate their time effectively

If target sales are well balanced.

If all sales territories have proper workload

If high performers are underpaid and low performers are overpaid

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