

Name _____ Contestant #: _____ State: _____

For each of the following questions, select the BEST answer.

1. Customer classifications systems are used for which of the following purposes?
 - a. Means of identifying “bad” customers
 - b. Means of qualifying customers
 - c. Means of assessing a customer’s personality
 - d. Means of controlling the sales process

2. The variety of products available to a sales person to sell reflects the
 - a. expectations of the customer
 - b. manufacturer’s product line
 - c. desires of the manufacturer to be successful
 - d. answer a and b
 - e. answer b and c

3. Which of the following is a description of probing?
 - a. Active interrogation of current customers about future customer needs
 - b. Using various sources to identify new customers
 - c. Asking current customers about new customers
 - d. None of the above

4. A successful salesperson needs to _____ why and how customers buy.
 - a. Know
 - b. Explain
 - c. Reason
 - d. Understand

5. Buyer’s remorse is an example of which of the following phenomena?
 - a. Sales memory
 - b. Psychological enlightenment
 - c. Physiological or gut reaction
 - d. Post-sales reactions

6. A quality presentation begins with...
 - a. a flexible, on-point presentation
 - b. a thorough Pre-approach
 - c. active Post-sales “hand-holding”
 - d. active power point presentation

7. A customer service call that is handled well by a sales person would ...
 - a. seek a follow-up order immediately
 - b. be empathetic toward the caller
 - c. try to determine who is at fault
 - d. immediately offer a price discount for the next sale

8. Which of the following is a good source for new prospects?
- Referrals
 - Cold Calls
 - Trade Shows
 - All of the above
 - None of the above
9. A Cold Call is...
- a visit with a potential new customer
 - a telephone call establishing an interest in your product
 - a conversation at a state meeting with a non-customer
 - all of the above
 - none of the above
10. Market research is a key aspect of what point in the buying process
- Purchase
 - Information gathering
 - Post-purchase review
 - Sales presentation
11. Asking for a customer's business is known as cold calling
- True
 - False
12. A trial close is used to determine if a customer is ready to move forward in the sales process.
- True
 - False
13. The purpose of rapport building is to uncover a customer's needs.
- True
 - False
14. Jonathan Shue shows his customers how wide the tread on his P1895 tires are. This is an example of a benefit.
- True
 - False

Match each of the following terms on the left with the statements on the right.

- | | |
|---------------------------|---|
| 15. Rapport building | a. Would you prefer the basic or deluxe model? |
| 16. Open-ended question | b. How long have been farming? |
| 17. Closed-ended question | c. How many units do you produce? |
| 18. Choice close | d. How will you decide which product to purchase? |

