

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

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19. Another word for “walking a mile in your customer’s shoes” is **EMPATHY**.
20. The first step in handling a customer complaint is **LISTEN**.
21. Jim sells Jalapeno peppers to restaurants. The hotness of the peppers would be a **FEATURE** of the product.
22. To demonstrate the effectiveness of a new drug that keeps poultry healthier, a company representative talks to her customer about a research study. This type of information that is used to support product claims is known as **EVIDENCE**.
23. Tina Fearnot just got a job as a sales professional. What are the steps of the sales process that Tina must go through in the order they occur?

Prospect, Greeting or Opening, Probing, Presenting Features and Benefits, Handling Objections, Closing, Follow Up.

24. George Jetson sells sprockets for the Spacely Sprocket Company. What types of information should George find out from customers in order to create a good sales presentation?

About the customer: Goals of the customer, usage of sprockets inside customer’s company, decision making process for purchases

About the competitors: Current supplier relationships, length, problems, satisfaction

About the purchase: Budget, Size of orders, Delivery Needs

25. How are sales and marketing different?  
Marketing tends to be longer term and look at customers in groups. Sales tends to have shorter time horizons and look at customers individually.