# *Selling Today Creating Customer Value (Canadian) 7th edition Manning Test Bank*

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1) In consultative selling, the buyer-seller relationship intensifies after the sale is over in many instances.
A) True
B) False

Answer: True
*Diff: 2 Type: TF Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

2) Transactional sales approaches have declined in popularity in recent times.
A) True
B) False

Answer: True
*Diff: 1 Type: TF Page Ref: 34 Skill: Recall (R) Objective: LO: 2 - 2*

3) Strategies are the techniques, practices, or methods you use when you are face-to-face with a customer.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 35 Skill: Recall (R) Objective: LO: 2- 3*

4) Personal selling is rarely the principle promotional method used for an organization.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 33 Skill: Recall (R) Objective: LO: 2 - 1*

5) Consultative-style selling, which emerged in the late 1960s and early 1970s, is an extension of the marketing concept.
A) True
B) False

Answer: True
*Diff: 1 Type: TF Page Ref: 33 Skill: Recall (R) Objective: LO: 2- 2*

6) Transactional selling is a sales process that is focused on creating superior customer satisfaction during the sales transaction.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 34 Skill: Recall (R) Objective: LO: 2 - 2*

7) An advantage of using the consultative selling approach, which is based on effective communication between the buyer and seller, is that the negotiation stage of the presentation process can be eliminated.

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A) True
B) False

Answer: False
*Diff: 3 Type: TF Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

8) When Sandeep sells a perfume at the airport Duty Free shop it would be considered relationship selling.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

9) The presentation strategy includes a reminder that outstanding service should be the overriding theme of every sales presentation.
A) True
B) False

Answer: True
*Diff: 2 Type: TF Page Ref: 40 Skill: Recall (R) Objective: LO: 2 - 3*

10) When developing a customer strategy, the salesperson should develop an understanding of the customer's buying process, understand buyer behaviour, and develop a prospect base.
A) True
B) False

Answer: True
*Diff: 2 Type: TF Page Ref: 39 Skill: Applied (A) Objective: LO: 2 - 3*

11) The three prescriptions for the product strategy are become a product advocate, sell value, and design value features.
A) True
B) False

Answer: False
*Diff: 3 Type: TF Page Ref: 39 Skill: Recall (R) Objective: LO: 2 - 3*

12) Consultative selling emphasizes service at every phase of the personal selling process.
A) True
B) False

Answer: True
*Diff: 2 Type: TF Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

13) Transactional selling is a process that involves needs assessment, problem solving, relationship building, and following up on the transaction.
A) True

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B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

14) A strategic market plan is focused on the marketing functional area of a business and outlines the methods and resources required to achieve the firm's marketing goals.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 35 Skill: Recall (R) Objective: LO: 2 - 3*

15) Adopting transactional selling is an important part of developing a personal selling philosophy.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

16) The transaction-based buyer tends to focus primarily on low price, therefore, some marketers are adopting lower-cost selling channels.
A) True
B) False

Answer: True
*Diff: 2 Type: TF Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

17) Within the various promotion methods such as advertising, sales promotion etc., personal selling is often the major promotion method used in terms of total expenditures or expenses as a percentage of sales.
A) True
B) False

Answer: True
*Diff: 2 Type: TF Page Ref: 33 Skill: Recall (R) Objective: LO: 2 – 1*

18) When products of a company become similar to its competitor's products, the product strategy becomes more important than the relationship, customer, and presentation strategies.
A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 35 Skill: Applied (A) Objective: LO: 2 – 3*

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19) A key element of strategic account management is excluding senior level management on the sales and buying teams in relationship development, product configuration, and service after the sale, and empowering lower level salespeople.

A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 43 Skill: Applied (A) Objective: LO: 2 – 4*

20) Value creation begins with an understanding of the features of a product which create the most value for the customer.

A) True
B) False

Answer: False
*Diff: 2 Type: TF Page Ref: 45 Skill: Applied (A) Objective: LO: 2 – 5*

21) The belief that a firm should dedicate all of its policies, planning, and operation to create customer satisfaction is called:
A) marketing concept.
B) market orientation.
C) target marketing.
D) customer orientation.
E) production concept.

Answer: A
*Diff: 3 Type: MC Page Ref: 31 Skill: Recall (R) Objective: LO: 2 - 1*

22) Eric Villa obtained a license to sell real estate and then accepted a sales position with a leading real estate agency. To prepare for this new position, he purchased and read a research report entitled *Buying Habits of Today's Home Buyer*. Mr. Villa is attempting to develop a:
A) relationship strategy.
B) customer strategy.
C) presentation strategy.
D) product strategy.
E) promotion strategy.

Answer: B
*Diff: 3 Type: MC Page Ref: 39 Skill: Applied (A) Objective: LO: 2 - 3*

23) A _____ is a well-thought-out plan for establishing, building, and maintaining quality relationships.
A) relationship strategy
B) customer strategy
C) presentation strategy

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D) product strategy
E) promotion strategy

Answer: A
*Diff: 1 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

24) In which of the following strategies is it of particular importance for the salesperson to maintain high ethical standards?
A) Presentation strategy.
B) Customer strategy.
C) Relationship strategy.
D) Product strategy.
E) Promotion strategy.

Answer: C
*Diff: 2 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

25) In the Strategic Selling Model, the prescription to adopt a win-win philosophy is associated with which of the following strategic steps?
A) Develop a personal selling philosophy
B) Develop a relationship strategy
C) Develop a product strategy
D) Develop a customer strategy
E) Develop a presentation strategy

Answer: B
*Diff: 3 Type: MC Page Ref: 37 Skill: Applied (A) Objective: LO: 2 - 3*

26) In the Strategic Selling Model, the prescription to become a product expert is associated with which of the following strategic steps?
A) Develop a personal selling philosophy
B) Develop a relationship strategy
C) Develop a product strategy
D) Develop a customer strategy
E) Develop a presentation strategy

Answer: C
*Diff: 3 Type: MC Page Ref: 37 Skill: Applied (A) Objective: LO: 2 - 3*

27) In the Strategic Selling Model, the prescription to provide outstanding service is associated with which of the following strategic steps?
A) Develop a personal selling philosophy
B) Develop a relationship strategy
C) Develop a product strategy
D) Develop a customer strategy
E) Develop a presentation strategy

Answer: E
*Diff: 3 Type: MC Page Ref: 37 Skill: Applied (A) Objective: LO: 2 - 3*

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28) Across all businesses, more money is spent on _____ than on any other form of marketing communication.
A) personal selling
B) public relations
C) direct mail
D) sales promotion
E) advertising

Answer: A
*Diff: 2 Type: MC Page Ref: 33 Skill: Recall (R) Objective: LO: 2 - 2*

29) In a market characterized by vigorous competition, look-alike products, and customer loyalty that depends on quality relationships, the salesperson should fully utilize the:
A) customer strategy.
B) presentation strategy.
C) product strategy.
D) relationship strategy.
E) guerrilla strategy.

Answer: D
*Diff: 3 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

30) Promotion includes the following forms:
A) sales promotion, public relations, personal selling, advertising.
B) market research, personnel, product publicity.
C) product research, product design, product production, product publicity.
D) public relations, place, personal selling, personnel.
E) sales promotion, personnel, public relations, and product research.

Answer: A
*Diff: 1 Type: MC Page Ref: 32 Skill: Recall (R) Objective: LO: 2 - 1*

31) Which of the following statements would be an application of the marketing concept?
A) Let's select the configuration option with the lowest cost
B) Let's not waste time and money on canvassing prospective buyers for their reactions to new product ideas.
C) Examining our points of distribution to see if we're reaching the market effectively is a waste of our resources as it will not increase sales.
D) Let's do some research to see which colours the consumers prefer.
E) Let's speed up production and get these products to consumers faster by eliminating the field test.

Answer: D
*Diff: 3 Type: MC Page Ref: 31 Skill: Applied (A) Objective: LO: 2 - 1*

32) A major feature of consultative selling is:
A) ensuring increased sales in the short run.

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B) sell your product or service.
C) help your employer earn a profit.
D) emphasizing information giving and negotiation rather than manipulation.
E) influencing the prospect's thought process so he or she will want to buy your product or service.

Answer: D
*Diff: 2 Type: MC Page Ref: 34 Skill: Recall (R) Objective: LO: 2 - 2*

33) The consultative salesperson is:
A) much like the peddler of an earlier era
B) tries to overpower the customer
C) uses high-pressure sales presentations
D) uses two-way communication to identify buyer's needs
E) never asks the customer questions, but listens intently to what the customer is saying

Answer: D
*Diff: 2 Type: MC Page Ref: 34 Skill: Recall (R) Objective: LO: 2 - 2*

34) Tactics are:
A) things that salespeople do as the result of pre-call planning to ensure that they call on the right people, at the right time.
B) techniques, practices, or methods you use when you are face-to-face with a customer.
C) high-pressure sales presentations
D) the processes that matches the firm's resources to its market opportunities.
E) carefully conceived plans needed to accomplish a sales objective.

Answer: B
*Diff: 2 Type: MC Page Ref: 35 Skill: Recall (R) Objective: LO: 2 - 3*

35) The four broad strategic areas of the Strategic/Consultative-Style Selling Model are:
A) relationship strategy, customer strategy, company strategy, and credit strategy.
B) relationship strategy, company strategy, product strategy, and presentation strategy.
C) relationship strategy, company strategy, customer strategy, and service strategy.
D) relationship strategy, product strategy, customer strategy, and presentation strategy.
E) relationship strategy, company strategy, product strategy, and service strategy.

Answer: D
*Diff: 2 Type: MC Page Ref: 40-41 Skill: Recall (R) Objective: LO: 2 - 3*

36) All of the following are included in a presentation strategy, *except*:
A) preparing the sales presentation objectives
B) preparing a presentation plan that is needed to meet these objectives
C) renewing one's commitment to provide outstanding customer service

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D) maximum responsiveness to the customer's needs
E) developing one or more objectives for each sales call.

Answer: D
*Diff: 3 Type: MC Page Ref: 40-41 Skill: Recall (R) Objective: LO: 2 - 3*

37) The goal of the strategic selling alliance is to:
A) differentiate your organization from the competition
B) realign organizational objectives with that of a successful benchmark
C) renew commitment to outstanding customer service by alienating another successful service provider
D) retaliate against competitive threats
E) achieve a marketplace advantage by teaming up with another company whose products or services fit well with your own.

Answer: E
*Diff: 2 Type: MC Page Ref: 43 Skill: Applied (A) Objective: LO: 2 - 4*

38) Sharon Pearce is a sales representative employed by a leading producer of pharmaceuticals used in veterinary medicine. Recently she attended a seminar, sponsored by a local university that focused on new research findings in selected areas of veterinary medicine. Ms. Pearce is attempting to develop a:
A) product strategy.
B) company strategy.
C) relationship strategy.
D) presentation strategy.
E) customer strategy.

Answer: A
*Diff: 3 Type: MC Page Ref: 39 Skill: Applied (A) Objective: LO: 2 - 3*

39) When Henri Bouchard was first hired by Mitu Corp. as a sales representative in 1972, the company indicated that it was moving towards the marketing concept. Henri understood this to mean Mitu Corp:
A) made mid-priced products and marketed them to end consumers.
B) was producing high quality brochures assisting its sales force in marketing their products.
C) was starting to focus in on what its customers were looking for in its products.
D) as a sales rep, he could do whatever was necessary to get a customer to buy his products.
E) was improving production methods to improve its ability to market its products.

Answer: C
*Diff: 2 Type: MC Page Ref: 31 Skill: Applied (A) Objective: LO: 2 - 1*

40) Personal selling has evolved through three distinct developmental periods, in the following order:

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A) partnering era, strategic selling era, and consultative selling era.
B) relationship selling era, consultative selling era, and strategic selling era.
C) strategic selling era, consultative selling era, and partnering era.
D) consultative selling era, partnering era, and strategic selling era.
E) consultative selling era, strategic selling era, and partnering era.

Answer: E
*Diff: 2 Type: MC Page Ref: 33 Skill: Recall (R) Objective: LO: 2 - 1*

41) Henri trains his reps to give high levels of customer service. In order to attain this, the reps must go through a process which includes
A) need discovery, need-satisfaction presentation, negotiation, and servicing the sale.
B) need discovery, need-satisfaction presentation, selection of product, and negotiation.
C) negotiation, need discovery, need-satisfaction presentation, and servicing the sale.
D) need discovery, need-satisfaction presentation, negotiation, and selection of product.
E) need discovery, selection of the solution , need-satisfaction presentation, and servicing the sale.

Answer: E
*Diff: 2 Type: MC Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

42) Using consultative selling techniques, Riccardo identifies his customer's needs through:
A) efficient use of expense accounts.
B) marketing research.
C) conversation with support staff.
D) two-way communications.
E) complex questioning strategies.

Answer: D
*Diff: 1 Type: MC Page Ref: 33 Skill: Recall (R) Objective: LO: 2 - 2*

43) Jasmine has been invited to sit on a committee with representatives from production, marketing, finance, and personnel. This committee would most likely be referred to as:
A) the strategic planning committee.
B) a waste of time.
C) the ergonomic planning committee.
D) the social committee.
E) the tactics planning committee.

Answer: A
*Diff: 2 Type: MC Page Ref: 35 Skill: Applied (A) Objective: LO: 2 - 3*

44) Changing the order in which a product is demonstrated in a particular sales presentation is an example of:
A) personal decision
B) marketing decision

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C) consultative selling
D) strategic decision
E) tactical decision

Answer: E
*Diff: 2 Type: MC Page Ref: 35 Skill: Applied (A) Objective: LO: 2 – 3*

45) Jack uses strategy to ensure tactical success. He feels that strategic planning helps him:
A) choose the right product.
B) close more deals.
C) talk to the right person.
D) negotiate customer needs.
E) solve after-sales service problems.

Answer: C
*Diff: 2 Type: MC Page Ref: 35 Skill: Applied (A) Objective: LO: 2 - 3*

46) Monique expects that her sales reps take a strategic approach to selling. She expects her reps will be:
A) more adaptable, more focused, and more efficient.
B) more adaptable, close more sales, and more efficient.
C) more structured, close more sales, and be more customer service oriented.
D) more time oriented, more customer service oriented, and more productive.
E) more structured, more focused, and more efficient.

Answer: E
*Diff: 2 Type: MC Page Ref: 35 Skill: Applied (A) Objective: LO: 2 - 3*

47) A statement such as "people don't care how much you know until they know how much you care" indicates the importance of developing a good:
A) image
B) marketing strategy
C) product strategy
D) relationship strategy
E) impression

Answer: D
*Diff: 2 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

48) Cindy knows that _____ is a well-thought out plan for establishing, building and maintaining quality relationships.
A) the Levitt method
B) a marketing concept strategy
C) a customer focus action plan
D) personal selling philosophy
E) a relationship strategy

Answer: E
*Diff: 2 Type: MC Page Ref: 38 Skill: Recall (R) Objective: LO: 2 - 3*

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49) Sam believes that his strengths as a product strategist are rooted in his:
A) product knowledge, his ability to sell benefits, and high ethics.
B) product knowledge, becoming a problem solver, and providing outstanding customer service.
C) product knowledge, becoming a problem solver, and proper product positioning.
D) product knowledge, his ability to sell benefits, and proper product positioning.
E) product knowledge, maintaining a professional image at all times, and providing outstanding customer service.

Answer: D
*Diff: 2 Type: MC Page Ref: 39 Skill: Recall (R) Objective: LO: 2 - 3*

50) When selling complex products such as computers, the appropriate selling philosophy would be:
A) transaction selling
B) systems selling
C) direct marketing
D) relationship selling
E) cooperative selling

Answer: D
*Diff: 2 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

51) Janet uses the strategic/consultative selling model as her guide in sales. This model includes all of the following steps, *except*:
A) develop a presentation strategy
B) develop a competitor strategy
C) develop a relationship strategy
D) develop a product strategy
E) develop a personal selling philosophy

Answer: B
*Diff: 2 Type: MC Page Ref: 36-41 Skill: Recall (R) Objective: LO: 2 - 3*

52) The primary reason to use sales automation is to:
A) enhance partnerships with clients and improve responsiveness.
B) spend less time at office doing mundane and repetitive tasks.
C) make a good impression on clients.
D) impress your supervisors.
E) keep track of sales and commissions.

Answer: A
*Diff: 2 Type: MC Page Ref: 45 Skill: Applied (A) Objective: LO: 2 - 4*

53) As products available have become more homogeneous, Nick understands that:
A) component parts must be high quality.
B) customizing products ensures market share.

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C) quality service agreements are key.
D) price becomes the major focus.
E) relationship selling is becoming more important.

Answer: E
*Diff: 2 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

54) The aspect which differentiates personal selling from other forms of communication methods is that:
A) it is an interpersonal form of communication.
B) it is not hard to adopt.
C) it is very expensive.
D) it is unreliable.
E) it does not involve using some form of technology.

Answer: A
*Diff: 3 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 2*

55) _____ are techniques, practices, or methods a salesperson uses when face-to-face with customers.
A) Game plans
B) Sales plans
C) Presentation plans
D) Tactics
E) Strategies

Answer: D
*Diff: 2 Type: MC Page Ref: 35 Skill: Recall (R) Objective: LO: 2 - 3*

56) The difference between strategies and tactics is:
A) strategy is the pre-call planning done by a salesperson while tactics are methods used during a sales presentation.
B) strategies are short-term oriented and tactics are long-term oriented.
C) strategy and tactics are the same thing, the terms can be used interchangeably.
D) tactics is the pre-call planning done by a salesperson while strategy is the methods used during a sales presentation.
E) strategy is more detailed planning whereas tactics is doing less planning.

Answer: A
*Diff: 3 Type: MC Page Ref: 35 Skill: Recall (R) Objective: LO: 2 - 3*

57) The evolution of personal selling has gone from the _____ to _____stage.
A) persuader stage, problem-solver
B) adversary stage, co-operative
C) unethical, ethical
D) transaction stage, co-operative
E) diagnostic stage, solution based
Answer: A
*Diff: 2 Type: MC Page Ref: 30 Skill: Recall (R) Objective: LO: 2 - 1*

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58) The focus of the persuader stage was to:
A) persuade customers to sell a product.
B) understand customer needs and provide a product solution.
C) become more customer oriented.
D) negotiate an optimal solution from the customer's perspective.
E) convince any and all market members to buy the offered products.

Answer: E
*Diff: 2 Type: MC Page Ref: 30 Skill: Recall (R) Objective: LO: 2 - 1*

59) The focus of the problem-solver stage is to:
A) identify buyer's needs and present products which best meet those needs.
B) persuade customers to buy the best product.
C) emphasize the peddling of the products.
D) convince any and all market members to buy the offered product.
E) overcome buyer's objections and make the sale.

Answer: A
*Diff: 2 Type: MC Page Ref: 30 Skill: Recall (R) Objective: LO: 2 - 1*

60) Strategic planning is an important part of which of the following stages?
A) promotion stage
B) marketing stage
C) persuader stage
D) problem-solver stage
E) tactical stage

Answer: D
*Diff: 3 Type: MC Page Ref: 35 Skill: Applied (A) Objective: LO: 2 - 3*

61) Which of the following is a sales process primarily interested in price and convenience?
A) Value-added selling.
B) Strategic selling.
C) Transactional selling.
D) Relationship selling.
E) Face-to-face selling.

Answer: C
*Diff: 2 Type: MC Page Ref: 34 Skill: Recall (R) Objective: LO: 2 - 2*

62) Because the transaction-based buyer tends to focus primarily on low price, some marketers:
A) ignore value-added selling
B) avoid direct mail and telesales strategies
C) adopt lower-cost selling channels.
D) only pursue relationship selling methods
E) only pursue face-to-face selling methods

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Answer: C
*Diff: 2 Type: MC Page Ref: 34 Skill: Applied (A) Objective: LO: 2 - 2*

63) Generally speaking successful business-to-business selling involves:
A) face-to-face selling.
B) just-in-time selling.
C) aggressive selling.
D) relationship selling.
E) transactional selling.

Answer: D
*Diff: 3 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

64) In which of the following selling strategies is maintaining high ethical standards the foundation for long-term partnerships?
A) Face-to-face selling
B) Just-in-time selling.
C) Aggressive selling.
D) Relationship selling.
E) Transactional selling.

Answer: D
*Diff: 2 Type: MC Page Ref: 38 Skill: Applied (A) Objective: LO: 2 - 3*

65) The concept of "value" should be defined from the _____ perspective.
A) sellers
B) competitors
C) legal
D) social
E) customers

Answer: E
*Diff: 2 Type: MC Page Ref: 45 Skill: Recall (R) Objective: LO: 2 - 5*

66) The marketing mix consists of:
A) market, competitors, customers and government.
B) production, finance, marketing and human resources.
C) product, production, promotion and price.
D) value, price, cost and expenses.
E) product, place, promotion and price.

Answer: E
*Diff: 1 Type: MC Page Ref: 32 Skill: Recall (R) Objective: LO: 2 - 1*

67) Deciding to give a customer a 10 percent price discount during the negotiations stage is a _____ decision.
A) practical
B) strategic

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C) customer-oriented
D) tactical
E) sales-oriented

Answer: D
*Diff: 3 Type: MC Page Ref: 35 Skill: Applied (A) Objective: LO: 2 - 3*

68) Altering sales behaviour during customer interaction in order to improve communication is called:
A) adaptive selling.
B) consultative selling.
C) creative selling.
D) customer-oriented selling.
E) value-added selling.

Answer: A
*Diff: 2 Type: MC Page Ref: 35 Skill: Recall (R) Objective: LO: 2 - 3*

69) Trend towards identical products or the need for more customized products is encouraging businesses into _____ to gain a competitive advantage.
A) manufacturing
B) product development
C) outsourcing
D) partnering
E) adaptive selling

Answer: D
*Diff: 2 Type: MC Page Ref: 42 Skill: Recall (R) Objective: LO: 2 - 4*

70) Approximately what percentage of the Canadian workforce is employed in sales positions?
A) 5 percent
B) 10 percent
C) 20 percent
D) 30 percent
E) 50 percent

Answer: B
*Diff: 1 Type: MC Page Ref: 33 Skill: Recall (R) Objective: LO: 2 - 1*

71) Personal selling has gone through three distinct developmental periods. These are:
A) consultative selling era, the strategic selling era, and the partnering era
B) consumer orientation, profit orientation, and promotion orientation
C) internal selling era, the external selling era, and the international era
D) consultative selling era, the adaptive selling era, and the partnering era
E) adaptive selling era, competitive selling era, and the consultative selling era

Answer: A
*Diff: 1 Type: MC Page Ref: 33 Skill: Recall (R) Objective: LO: 2 - 1*

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72) Matching

a. Profitability should be achieved through - creation of customer value
b. Moving from a product orientation to a customer orientation - marketing concept
c. Is the person-to-person form of selling - personal selling
d. An extension of the marketing concept - consultative-style selling
e. Is an important part of the product strategy: - product positioning
f. Matches the needs of the value-conscious buyer - transactional selling
g. Assume the role of problem solver or partner - part of one's personal selling philosophy
h. In the information economy the strategic resource is – information
i. Today customers seek - a cluster of satisfaction
j. A salesperson's commitment to value personal selling - personal selling philosophy
k. Salesperson making creative improvements to the sales process to enhance customer experience - value-added selling
l. Making customer satisfaction the focus of the business - following the marketing concept
m. Controllable variables through which a firm influences the demand for its products - marketing mix
n. Developing a strategic, long-term relationship of mutual benefit to the buyer and seller – partnering
o. Alliances that are achieved by teaming up with another company whose products or services fit well with your own – strategic selling alliance

*Diff: 2 Type: Match Page Ref: 31-43 Skill: Recall (R) Objective: LO: 2 -1 to 2-5*

73) A _____ is a well thought-out plan for establishing, building, and maintaining quality selling relationships.

Answer: relationship strategy
*Diff: 2 Type: FIB Page Ref: 38 Skill: Recall (R) Objective: LO:2-3*

74) _____ are techniques, practices, or methods you use when you are face-to-face with a customer.

Answer: Tactics
*Diff: 2 Type: FIB Page Ref: 35 Skill: Recall (R) Objective: LO:2-2*

75) _____ evolved because of broader and more diverse product lines, demand for specific customized solutions, and more competition.

Answer: Strategic selling
*Diff: 3 Type: FIB Page Ref: 35 Skill: Recall (R) Objective: LO:2-2*

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76) A _____ is a carefully conceived plan that will result in maximum responsiveness to customers.

Answer: Customer strategy
*Diff: 1 Type: FIB Page Ref: 39 Skill: Recall (R) Objective: LO:2-3*

77) Creating an appealing value _____ requires a detailed study of the customer's value needs.

Answer: proposition
*Diff: 2 Type: FIB Page Ref: 45 Skill: Recall (R) Objective: LO:2-5*

78) The goal of strategic selling _____is to achieve a marketplace advantage by teaming up with another company whose products or services fit well with your own.

Answer: alliances
*Diff: 1 Type: FIB Page Ref: 43 Skill: Recall (R) Objective: LO:2-4*

79) _____ is a strategically developed, long-term relationship that solves the customer's problems.

Answer: Partnering
*Diff: 1 Type: FIB Page Ref: 42 Skill: Recall (R) Objective: LO:2-4*

80) The presentation strategy usually involves developing one or more _____ for each sales call.

Answer: objectives
*Diff: 2 Type: FIB Page Ref: 40 Skill: Recall (R) Objective: LO:2-3*

81) List and describe the five strategic steps of the Strategic Consultative Selling Model.

Answer:
a. Developing a personal selling philosophy. This involves adopting the marketing concept, valuing personal selling, and assuming the role of problem solver.
b. Developing a relationship strategy. Success in selling depends heavily on the salesperson's ability to develop, manage, and enhance interpersonal relations with the customer.
c. Developing a product strategy. Products and services represent the problem-solving tools available to salespeople.
d. Developing a customer strategy. Sales and marketing efforts must be organized around the needs and desires of the customer.
e. Developing a presentation strategy. The presentation is a critical part of the selling process because it is at this point that the salesperson determines whether the customer has a need for the product.
*Diff: 2 Type: ES Page Ref: 36-41 & Figure 2.3 Skill: Applied (A)*
*Objective: LO: 2 - 3*

82) Describe the difference between transactional selling and consultative selling.

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Answer:
Transactional selling - is a process that effectively matches needs of value-conscious buyer who is mainly interested in price and convenience. It is used in selling situations where customer's needs assessment, problem solving, relationship building and sales follow up are not as necessary, such as with low cost products.
Consultative selling - involves understanding customer needs through a two-way communication, selection of a product which meets customer needs, doing a need satisfaction presentation and servicing the sale.

*Diff: 3 Type: ES Page Ref: 33-34 Skill: Applied (A) Objective: LO: 2 - 2*

83) Why is it significant for salespeople to know that *value* is a subjective concept?

Answer:
Every one has a unique definition of value. Some may define good value as lower price, some may define value in terms of excellent after-sales-service and others may define it in terms of simplifying their buying decision. An effective salesperson will create value by understanding customer's value needs and then enhance the customer's experience accordingly.

*Diff: 3 Type: ES Page Ref: 45 Skill: Applied (A) Objective: LO: 2 - 5*

84) Explain how partnering is enhanced with high ethical standards.

Answer:
In the field of selling there are certain pressures that can influence the ethical conduct of salespeople, and poor ethical decisions can weaken or destroy partnerships. To illustrate, let us assume a competitor makes exaggerated claims about a product. Do you counteract by promising more than your product can deliver? What action do you take when there is a time management problem and you must choose between servicing past sales and making new sales? What if a superior urges you to use a strategy that you consider unethical? These and other pressures must be dealt with every day.

*Diff: 3 Type: ES Page Ref: 45 Skill: Applied (A) Objective: LO: 2 – 4*

85) Discuss the role of transactional selling in our economy.

Answer:
Transactional selling is a sales process that most effectively matches the needs of the value-conscious buyer, who is primarily interested in price and convenience. Many transactional buyers are well aware of their needs and may already know a great deal about the products or services they intend to purchase. Because the transaction-based buyer tends to focus primarily on low price, some marketers are adopting lower-cost selling channels. Low-cost transaction selling strategies include telesales, direct mail, and the Internet. This approach to selling is usually employed by marketers who do

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not see the need to spend very much time on customer need assessment, problem solving, relationship building, or sales follow-up.

*Diff: 2 Type: ES Page Ref: 34 Skill: Recall (R) Objective: LO: 2 – 2*

86) Discuss some of the major marketplace trends which have compelled firms to make large investments in personal selling.

Answer:
Products and services have become increasingly sophisticated and complex; competition has greatly increased in most product areas; and demand for quality, value, and service by customers has risen sharply. In response to these trends, personal selling has evolved to a new level of professionalism. Since the beginning of the information age, personal selling has gone through three distinct developmental periods: the consultative selling era, the strategic selling era, and the partnering era.

*Diff: 3 Type: ES Page Ref: 33 Skill: Recall (R) Objective: LO: 2 – 1*

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