Selling Today (Canadian) 8th edition Manning Test Bank

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Selling Today: Partnering to Create Value, 8ce **(Manning)**
Chapter 2 Evolution of Selling Models that Complement the Marketing Concept

1) In consultative selling, it is generally the case that the buyer-seller relationship intensifies after the sale is over.
Answer: TRUE
Diff: 2
Type: TF
Skill: Applied (A)
Objective: LO: 2-2

2) Transactional sales approaches have declined in popularity in recent times.
Answer: TRUE
Diff: 1
Type: TF
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.
Answer: FALSE
Diff: 2
Type: TF
Skill: Recall (R)
Objective: LO: 2-3

4) Personal selling is rarely the principal promotional method used for an organization.
Answer: FALSE
Diff: 2
Type: TF
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.
Answer: TRUE
Diff: 1
Type: TF
Skill: Recall (R)
Objective: LO: 2-2

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6) Transactional selling is a sales process that is focused on creating superior customer satisfaction during the sales transaction.
Answer: FALSE
Diff: 2
Type: TF
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.
Answer: FALSE
Diff: 3
Type: TF
Skill: Applied (A)
Objective: LO: 2-2

8) When Sandeep sells a perfume at the airport duty free retail outlet, this is considered relationship selling.
Answer: FALSE
Diff: 2
Type: TF
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.
Answer: TRUE
Diff: 2
Type: TF
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.
Answer: TRUE
Diff: 2
Type: TF
Skill: Applied (A)
Objective: LO: 2-3

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11) The three prescriptions for the product strategy are become a product advocate, sell value, and design value features.
Answer: FALSE
Diff: 3
Type: TF
Skill: Recall (R)
Objective: LO: 2-3

12) Consultative selling emphasizes service at every phase of the personal selling process.
Answer: TRUE
Diff: 2
Type: TF
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.
Answer: FALSE
Diff: 2
Type: TF
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.
Answer: FALSE
Diff: 2
Type: TF
Skill: Recall (R)
Objective: LO: 2-3

15) Adopting transactional selling is an important part of developing a personal selling philosophy.
Answer: FALSE
Diff: 2
Type: TF
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.
Answer: TRUE
Diff: 2
Type: TF
Skill: Applied (A)
Objective: LO: 2-2

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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.
Answer: TRUE
Diff: 3
Type: TF
Skill: Recall (R)
Objective: LO: 2-1

18) When the products of one company become similar to the products of its competitor, the product strategy becomes more important than the relationship, customer, and presentation strategies.
Answer: FALSE
Diff: 2
Type: TF
Skill: Applied (A)
Objective: LO: 2-4

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.
Answer: FALSE
Diff: 2
Type: TF
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.
Answer: FALSE
Diff: 2
Type: TF
Skill: Applied (A)
Objective: LO: 2-5

21) When the products of two competing companies are very different, the product strategy may be considered more important than the relationship or presentation strategies.
Answer: TRUE
Diff: 3
Type: TF
Skill: Applied (A)
Objective: LO: 2-4

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22) A strong partnership serves as a barrier to competing salespeople who want to sell to your accounts.
Answer: TRUE
Diff: 2
Type: TF
Skill: Applied (A)
Objective: LO: 2-4

23) Value creation begins with an understanding of the customer's value needs.
Answer: FALSE
Diff: 1
Type: TF
Skill: Applied (A)
Objective: LO: 2-5

24) Delivering value to the customer often requires multiple external functions that can be challenging for the salesperson to accomplish.
Answer: TRUE
Diff: 2
Type: TF
Skill: Recall (R)
Objective: LO: 2-5

25) 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
Skill: Recall (R)
Objective: LO: 2-1

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26) 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
Skill: Applied (A)
Objective: LO: 2-3

27) A _____ is a well-thought-out plan for establishing, building, and maintaining quality relationships.
A) relationship strategy
B) customer strategy
C) presentation strategy
D) product strategy
E) promotion strategy
Answer: A
Diff: 1
Type: MC
Skill: Applied (A)
Objective: LO: 2-3

28) 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
Skill: Applied (A)
Objective: LO: 2-3

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29) 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
Skill: Applied (A)
Objective: LO: 2-3

30) 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
Skill: Applied (A)
Objective: LO: 2-3

31) 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
Skill: Applied (A)
Objective: LO: 2-3

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32) 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
Skill: Recall (R)
Objective: LO: 2-1

33) 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
Skill: Applied (A)
Objective: LO: 2-3

34) 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
Skill: Recall (R)
Objective: LO: 2-1

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35) Which of the following statements reflects the application of the marketing concept?
A) We shall select the configuration option with the lowest cost.
B) We shall not waste time and money on canvassing prospective buyers for their reactions to new product ideas.
C) We shall examine our points of distribution to see if we are reaching the market effectively is a waste of our resources as it will not increase sales.
D) We shall conduct some research to see which colour options the consumer prefers.
E) We shall speed up production and get these products out to our consumers faster by eliminating the field test.
Answer: D
Diff: 3
Type: MC
Skill: Applied (A)
Objective: LO: 2-1

36) A major feature of consultative selling is:
A) ensuring increased sales in the short run.
B) selling your product or service.
C) helping 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
Skill: Recall (R)
Objective: LO: 2-2

37) The consultative salesperson:
A) is 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
Skill: Recall (R)
Objective: LO: 2-2

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38) 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
Skill: Recall (R)
Objective: LO: 2-3

39) What are the four broad strategic areas of the Strategic/Consultative-Style Selling Model?
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
Skill: Recall (R)
Objective: LO: 2-3

40) 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.
D) maximum responsiveness to the customer's needs.
E) developing one or more objectives for each sales call.
Answer: D
Diff: 3
Type: MC
Skill: Recall (R)
Objective: LO: 2-3

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41) 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
Skill: Applied (A)
Objective: LO: 2-4

42) 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
Skill: Applied (A)
Objective: LO: 2-3

43) When Henri Bouchard was first hired by the Mitu Corporation as a sales representative in 1972, the company indicated that it was moving towards the marketing concept. Henri understood this to mean that Mitu Corporation:
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) that 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
Skill: Applied (A)
Objective: LO: 2-1

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44) Personal selling has evolved through three distinct developmental periods. Which is the correct chronological order?
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
Skill: Recall (R)
Objective: LO: 2-1

45) Henri LeBlanc trains his sales representatives to provide high levels of customer service. In order to attain this, the representatives 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: 3
Type: MC
Skill: Applied (A)
Objective: LO: 2-2

46) 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
Skill: Recall (R)
Objective: LO: 2-2

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47) Jasmine has been invited to sit on a committee with representatives from the production, marketing, finance, and personnel departments. This new committee will most likely be referred to as:
A) the strategic planning committee.
B) the board of directors
C) the ergonomic planning committee.
D) the social committee.
E) the tactics planning committee.
Answer: A
Diff: 2
Type: MC
Skill: Applied (A)
Objective: LO: 2-3

48) Changing the order in which a product is demonstrated in a particular sales presentation exemplifies:
A) a personal decision.
B) a marketing decision.
C) a consultative selling decision.
D) a strategic decision.
E) a tactical decision.
Answer: E
Diff: 2
Type: MC
Skill: Applied (A)
Objective: LO: 2-3

49) 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
Skill: Applied (A)
Objective: LO: 2-3

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50) 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
Skill: Applied (A)
Objective: LO: 2-3

51) The statement, *"People don't care how much you know, until they know how much you care,"* indicates the importance of developing a good what?
A) Public image
B) Marketing strategy
C) Product strategy
D) Relationship strategy
E) Impression
Answer: D
Diff: 2
Type: MC
Skill: Applied (A)
Objective: LO: 2-3

52) 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) a personal selling philosophy
E) a relationship strategy
Answer: E
Diff: 2
Type: MC
Skill: Recall (R)
Objective: LO: 2-3

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53) 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
Skill: Recall (R)
Objective: LO: 2-3

54) 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
Skill: Applied (A)
Objective: LO: 2-3

55) 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
Skill: Recall (R)
Objective: LO: 2-3

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56) The primary reason to use sales automation is to:
A) enhance partnerships with clients and improve responsiveness.
B) spend less time at the 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
Skill: Applied (A)
Objective: LO: 2-4

57) As available products have become more homogeneous, Nick understands that:
A) component parts must be high quality.
B) customizing products ensures market share.
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
Skill: Applied (A)
Objective: LO: 2-3

58) 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
Skill: Applied (A)
Objective: LO: 2-2

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59) _____ 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
Skill: Recall (R)
Objective: LO: 2-3

60) 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
Skill: Recall (R)
Objective: LO: 2-3

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

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62) The focus of the *persuader* stage is 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
Skill: Recall (R)
Objective: LO: 2-1

63) 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 buyers' objections and make the sale.
Answer: A
Diff: 2
Type: MC
Skill: Recall (R)
Objective: LO: 2-1

64) 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
Skill: Applied (A)
Objective: LO: 2-3

65) Which of the following is the 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
Skill: Recall (R)
Objective: LO: 2-2

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66) 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 low-cost selling channels.
D) only pursue relationship selling methods.
E) only pursue face-to-face selling methods.
Answer: C
Diff: 2
Type: MC
Skill: Applied (A)
Objective: LO: 2-2

67) 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
Skill: Applied (A)
Objective: LO: 2-3

68) 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
Skill: Applied (A)
Objective: LO: 2-3

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69) The concept of "value" should be defined from the _____ perspective.
A) seller's
B) competitor's
C) legal
D) social
E) customer's
Answer: E
Diff: 2
Type: MC
Skill: Recall (R)
Objective: LO: 2-5

70) 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
Skill: Recall (R)
Objective: LO: 2-1

71) Deciding to give a customer a 10 percent price discount during the negotiation stage is a _____ decision.
A) practical
B) strategic
C) customer-oriented
D) tactical
E) sales-oriented
Answer: D
Diff: 3
Type: MC
Skill: Applied (A)
Objective: LO: 2-3

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72) 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
Skill: Recall (R)
Objective: LO: 2-3

73) The 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: 3
Type: MC
Skill: Recall (R)
Objective: LO: 2-4

74) 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
Skill: Recall (R)
Objective: LO: 2-1

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Match the definition/concept with the correct term/phrase.

A) part of one's personal selling philosophy
B) value-added selling
C) marketing concept
D) partnering
E) transactional selling
F) marketing mix
G) product positioning
H) creation of customer value
I) personal selling philosophy
J) a cluster of satisfaction
K) personal selling
L) information
M) strategic selling alliance
N) following the marketing concept
O) consultative-style selling

75) Profitability should be achieved through
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

76) Moving from a product orientation to a customer orientation
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

77) Is the person-to-person form of selling
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

78) An extension of the marketing concept
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

79) Is an important part of the product strategy
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

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80) Matches the needs of the value-conscious buyer
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

81) Assume the role of problem solver or partner
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

82) In the information economy the strategic resource is
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

83) Today customers seek
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

84) A salesperson's commitment to value personal selling
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

85) Salesperson making creative improvements to the sales process to enhance customer experience
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

86) Making customer satisfaction the focus of the business
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

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87) Controllable variables through which a firm influences the demand for its products
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

88) Developing a strategic, long-term relationship of mutual benefit to the buyer and seller
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

89) Alliances that are achieved by teaming up with another company whose products or services fit well with your own
Diff: 2
Type: Match
Skill: Recall (R)
Objective: LO: 2-1 to 2-5

Answers: 75) H 76) C 77) K 78) O 79) G 80) E 81) A 82) L 83) J 84) I 85) B 86) N 87) F 88) D 89) M

90) A(n) _____ strategy is a well-thought-out plan for establishing, building, and maintaining quality selling relationships.
Answer: relationship
Diff: 2
Type: FIB
Skill: Recall (R)
Objective: LO: 2-3

91) _____ are techniques, practices, or methods you use when you are face-to-face with a customer.
Answer: Tactics
Diff: 2
Type: FIB
Skill: Recall (R)
Objective: LO: 2-2

92) _____ selling evolved because of broader and more diverse product lines, demand for specific customized solutions, and more competition.
Answer: Strategic
Diff: 3
Type: FIB
Skill: Recall (R)
Objective: LO: 2-2

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93) A(n) _____ strategy is a carefully conceived plan that will result in maximum responsiveness to customers.
Answer: customer
Diff: 1
Type: FIB
Skill: Recall (R)
Objective: LO: 2-3

94) Creating an appealing value _____ requires a detailed study of the customer's value needs.
Answer: proposition
Diff: 2
Type: FIB
Skill: Recall (R)
Objective: LO: 2-5

95) 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
Skill: Recall (R)
Objective: LO: 2-4

96) _____ is a strategically developed, long-term relationship that solves the customer's problems.
Answer: Partnering
Diff: 1
Type: FIB
Skill: Recall (R)
Objective: LO: 2-4

97) The presentation strategy usually involves developing one or more _____ for each sales call.
Answer: objectives
Diff: 2
Type: FIB
Skill: Recall (R)
Objective: LO: 2-3

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98) Once a salesperson has understood their customer's value needs, the next step in the Customer Value Model is to create the value _____, and then communicate and deliver that to the customer.
Answer: proposition
Diff: 2
Type: FIB
Skill: Recall (R)
Objective: LO: 2-5

99) Customer relationship management (CRM), sometimes referred to as *sales* _____, is the process of building and maintaining strong customer relationships by providing customer value.
Answer: automation
Diff: 2
Type: FIB
Skill: Recall (R)
Objective: LO: 2-5

100) Describe the concept and evolution of partnering.
Answer: Partnering is a strategically developed, long-term relationship that solves the customer's problems. A successful long-term partnership is achieved when the salesperson is able to skillfully apply the four major strategies and, thus, add value in various ways. Successful sales professionals stay close to the customer and constantly search for new ways to add value. A successful partnering effort results in repeat sales and referrals that expand the prospect base. The strength of the partnership increases each time the salesperson uses value-added selling strategies.
Diff: 2
Type: ES
Skill: Applied (A)
Objective: LO: 2-4

101) List and describe the five strategic steps of the Strategic Consultative Selling Model.
Answer:
1. Developing a personal selling philosophy. This involves adopting the marketing concept, valuing personal selling, and assuming the role of problem solver.
2. Developing a relationship strategy. Success in selling depends heavily on the salesperson's ability to develop, manage, and enhance interpersonal relations with the customer.
3. Developing a product strategy. Products and services represent the problem-solving tools available to salespeople.
4. Developing a customer strategy. Sales and marketing efforts must be organized around the needs and desires of the customer.
5. 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
Skill: Applied (A)
Objective: LO: 2-3

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102) Describe the difference between transactional selling and consultative selling.
Answer: Transactional selling—is a process that effectively matches needs of a 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
Skill: Applied (A)
Objective: LO: 2-2

103) Why is it significant for salespeople to know that *value* is a subjective concept?
Answer: Everyone has a unique definition of value. Some may define good value as lower price, while others may define value in terms of excellent after-sales-service or even 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
Skill: Applied (A)
Objective: LO: 2-5

104) Explain how partnering is enhanced by 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 supervisor was to encourage you to use a strategy that you consider unethical? These and other pressures must be dealt with every day.
Diff: 3
Type: ES
Skill: Applied (A)
Objective: LO: 2-4

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105) 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 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
Skill: Recall (R)
Objective: LO: 2-2

106) 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
Skill: Recall (R)
Objective: LO: 2-1

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107) Discuss the four major features of consultative selling.
Answer: The customer is seen as a person to be served, not a prospect to be sold to.
1. Consultative salespeople believe their function is to help the buyer make an intelligent decision. They use a four-step process that includes need discovery, selection of the solution, a need-satisfaction presentation, and servicing the sale.
2. The consultative salesperson, unlike the peddler of an earlier era, does not try to overpower the customer with a high-pressure sales presentation. Instead, the buyer's needs are identified through two-way communication. The salesperson conducts pre-call research and asks questions during the sales call in an attempt to develop a relationship and learn as much as possible about the person's needs and perceptions.
3. Consultative selling emphasizes need identification, problem solving, and negotiation instead of manipulation. This approach is very compatible with the problem-solver stage of personal selling. Helping the buyer make an informed and intelligent buying decision adds value to the sales process.
4. Consultative selling emphasizes service at every phase of the personal selling process. Several important research studies indicate the strong, positive impact of customer satisfaction on company profits. The relationship between a seller and a buyer seldom ends when the sale is made. In most cases, customer expectations increase after the sale.
Diff: 2
Type: ES
Skill: Recall (R)
Objective: LO: 2-2

108) Discuss the difference between a *tactic* and a *strategy* in selling.
Answer: Tactics are techniques, practices, or methods you use when you are face-to-face with a customer. Examples are the use of questions to identify needs, presentation skills, and various types of closes. Strategies, on the other hand, are a prerequisite to tactical success. If you develop effective strategies, you are more likely to make your sales presentation to the right person, at the right time, in a manner most likely to achieve positive results.
Diff: 2
Type: ES
Skill: Recall (R)
Objective: LO: 2-3

109) Describe the goal of strategic selling alliances and briefly explain how that goal can be achieved.
Answer: The goal of strategic selling alliances is to achieve a marketplace advantage by teaming up with another company whose products or services fit well with your own. To achieve this goal, strategic account management is critical. This management function involves senior level management on the sales and buying teams in relationship development, product configuration, and service after the sale. Technical sales support personnel are also an important part of the strategic account management team.
Diff: 3
Type: ES
Skill: Applied (A)
Objective: LO: 2-4

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