Selling Today - Partnering to Create Value 15th edition Ahearne Test Bank

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Selling Today: Partnering to Create Value, 15e **(Manning)**
Chapter 1 Relationship Selling Opportunities in the Information Economy

1) The three prescriptions involved in developing a personal-selling philosophy are to adopt the marketing concept, to assume the role of problem solver or partner in helping customers make informed and intelligent business decisions, and to _____.
A) value personal selling
B) assess risk accurately
C) learn skills of persuasion
D) overcome objections
E) create a pipeline
Answer: A
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

Ray Sanchez began as a junior sales rep at industrial products maker DECA Corporation 10 years ago, and has worked his way up steadily to Senior Regional Sales Director for the entire Southwest region. He is good at his job, and his greatest personal satisfaction—also the cause of his steady rise in the company—is his ability to understand customers and their needs and to sell them appropriate solutions. As a manager and now Senior Regional Director, Sanchez injects his department with this same commitment to understanding the customer's needs as the key to long-term, profitable sales relationships.

2) Sanchez's success is due largely to the fact that _____.
A) he was born with the personality of a successful salesperson and capitalized on that
B) he understood the key factors involved in becoming an excellent salesperson and worked to develop skills to support those factors
C) he has unlimited energy and makes more cold calls than any other salesperson at his level in the company
D) he knows how to persuade prospects to buy the products he is selling
E) men tend to be more successful at selling industrial products than women are
Answer: B
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

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3) To become a successful salesperson, Sanchez had to adopt a personal-selling philosophy. Which of the three prescriptions of that philosophy is not only a mindset but a skill that he has practiced and honed to become successful?
A) Adopt the marketing concept
B) Value personal selling
C) Assume the role of problem solver or partner in helping customers make informed and intelligent buying decisions
D) Focus on product knowledge and everything else will follow
E) Develop the ability to create rapport with customers so they are buying from a friend
Answer: C
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

Roni Harris is a college student in the business department of her local university. She came in to college thinking she wanted to become an accounting major, but discovered that she is interested in product marketing and sales.

4) What essential quality will Roni need to have to be successful in sales?
A) She will need to enjoy interacting with potential customers and customers.
B) She will need to enjoy making money.
C) She will need to enjoy creating branding and marketing campaigns for products.
D) She will need to enjoy servicing customers who have purchased the product from the company.
E) She will need to enjoy competing fiercely with other salespeople for sales and commissions.
Answer: A
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

5) Which of these attributes will lead to higher customer satisfaction and the willingness to buy a product?
A) An outgoing personality
B) A mindset that will not take no for an answer
C) Strong motivation to succeed
D) Knowledge of the customer's needs
E) Extensive product knowledge
Answer: D
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

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6) Assuming the role of a problem solver is part of developing a personal-selling philosophy.
Answer: TRUE
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

7) Personal selling occurs when a company representative interacts directly with a customer or prospective customer and closes a sale.
Answer: FALSE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

8) Briefly describe the personal-selling process.
Answer: Personal selling occurs when a company representative interacts directly with a customer or prospective customer to present information about a product or service. Personal-selling involves developing relationships with potential clients, discovering their needs, matching the appropriate products with these needs, and communicating the product's benefits through informing, reminding, or persuading.
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.1: Define personal-selling and describe the three prescriptions of a personal-selling philosophy.

9) _____ is a series of creative improvements within the sales process that enhance the customer experience.
A) Social selling
B) Intangible selling
C) Value-added selling
D) High-performance selling
E) Social media networking
Answer: C
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

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10) The phrase "information economy" refers to the shift in the economy from _____.
A) agricultural production to industrial activity
B) industrial activity to agricultural production
C) industrial activity to an emphasis on information processing
D) information processing to industrial activity
E) agricultural production to information processing
Answer: C
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

11) Technology has increased the speed at which we collect customer intelligence and disseminate product information, and it allows salespeople to add value for their employers by doing which of the following in addition to selling to customers?
A) Distributing information to competitors
B) Gathering information on the marketplace
C) Purchasing from vendors in adjacent industries
D) Developing sales training programs for external clients
E) Performing marketing and strategy functions
Answer: B
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

Ray Sanchez began as a junior sales rep at industrial products maker DECA Corporation 10 years ago, and has worked his way up steadily to Senior Regional Sales Director for the entire Southwest region. He is good at his job, and his greatest personal satisfaction—also the cause of his steady rise in the company—is his ability to understand customers and their needs and to sell them appropriate solutions. As a manager and now Senior Regional Director, Sanchez injects his department with this same commitment to understanding the customer's needs as the key to long-term, profitable sales relationships.

12) Sanchez and his department are most likely using which of the following sales methods?
A) Unified selling
B) Value-added selling
C) Transactional selling
D) Traditional selling
E) Economy selling
Answer: B
Diff: 3
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13) In today's information age technology, globalization, and _____ influences almost everything we do.
A) artificial intelligence
B) personality
C) the personal-selling process
D) the speed of change
E) social media
Answer: D
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

14) Futurist and author Stan Davis states that in today's information economy we use computers primarily for _____.
A) connecting with others
B) data crunching
C) consumer pattern identification
D) machine learning
E) AI applications
Answer: A
Diff: 2
AACSB: Analytical Thinking
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

15) The explosive growth of electronic commerce and other Internet activities has changed the way in which computers are used in personal selling.
Answer: TRUE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

16) Instant-messaging technologies have limited use.
Answer: FALSE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

17) Explain the value of social media in the selling process.
Answer: Social media helps salespeople provide information at the moment the customer needs it, respond to a customer's relationship-building contact, and obtain and follow up on leads. Instant outreach to one or more customers is also critical for high-performing salespeople. This instant contact capability empowers salespeople to quickly send notices of price changes, product modifications, product operation tips, service alerts, website updates, and invitations to business and social events.
Diff: 2
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18) List some of the technologies used by salespeople in the current information age.
Answer: Salespeople and other marketing-related players in today's information age use personal computers, mobile phones, smartphones, websites, customer relationship management (CRM) applications with cloud computing, e-mail, instant messaging, blogging, and social media such as Facebook, YouTube, Twitter, and others to create value.
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.2: Describe the emergence of relationship selling in the age of information.

19) On average, an experienced, high-performing salesperson will find the highest compensation opportunities with which type of selling?
A) Feature/benefit
B) Transactional
C) Value-added
D) Solution
E) Directed
Answer: C
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

20) Psychic income in selling most likely refers to which one of the following?
A) Visibility provided by working in the sales department
B) Satisfaction of being on a commission payment plan
C) High commissions earned because of successful "intuitive" selling
D) Opportunity to be a member of the sales team
E) Job recognition afforded sales personnel
Answer: E
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

21) Salespeople are competitive with workers in other positions when being considered for promotion to positions of greater responsibilities because salespeople _____.
A) have limited opportunities for advancement in the sales department
B) are compensated primarily through psychic income
C) have worked for many companies in their careers
D) have numerous opportunities to advance to middle-management ranks
E) have high visibility within companies already relative to other positions
Answer: E
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

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22) The Covid pandemic resulted in some important changes in the workforce including _____.
A) lowering the workforce participation rate for adult women
B) increasing the pay of most online salespersons
C) reducing the number of social media connections
D) increasing the psychic income derived from personal-selling
E) reducing the attractiveness of personal-selling as a career choice
Answer: A
Diff: 3
AACSB: Diverse and Multicultural Work Environments
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

Kesha Williams will soon graduate with a marketing degree from a well-respected regional university. She is currently interviewing with several firms and is considering a career in sales. However, Kesha has some concerns about this career path for women since most of the interviewers so far have been men. However, one position in the hospitality industry does seem to be a good fit based on the job description and her interviews to date.

23) Which of these statements is a fact about personal-selling and sales careers that would help alleviate Kesha's concerns?
A) The workforce participation rate for women increased during the pandemic.
B) Almost 60 percent of financial advisors are women.
C) The rigid scheduling of sales careers makes women more suited to the career.
D) Women hold about 50 percent of the current sales positions and sales-related occupations.
E) Men are leaving the workforce at a faster rate and opening up new positions.
Answer: D
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

24) Which of these is NOT a benefit of a career in sales?
A) Above-average income
B) A high degree of autonomy
C) Numerous opportunities to advance
D) Above-average psychic income
E) High level of current retirements
Answer: E
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

25) Selling is one of those occupations that usually provides job security during both good and bad times.
Answer: TRUE
Diff: 1
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26) Some successful U.S. salespeople prefer to stay in sales rather than be promoted to management because they make more money staying in sales.
Answer: TRUE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

27) Sales positions can be a good track for promotion to supervisory-management positions.
Answer: TRUE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

28) _____ income helps satisfy our need for recognition and security.
Answer: Psychic
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

29) Why are businesses recruiting higher numbers of women to sales positions.
Answer: There is a growing awareness that gender is not a barrier to success in selling, Also many women are attracted to sales positions since they offer greater flexibility and the potential for high levels of compensation.
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.3: Discuss the rewarding aspects of a career in selling today.

30) Which of the following is an activity that would most likely be performed by a customer service representative (CSR)?
A) Processing employee paperwork
B) Delivering supplies to the factory floor
C) Providing telephone support for installation
D) Traveling to a customer's facility to sell products
E) Reconciling bank statements with accounting records
Answer: C
Diff: 1
AACSB: Analytical Thinking
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31) The duties of inside salespeople may overlap heavily with the duties of _____.
A) sales managers
B) account managers
C) product developers
D) supply buyers
E) internal auditors
Answer: B
Diff: 2
AACSB: Analytical Thinking
Objective: LO 1.4: Discuss the different employment settings in selling today.

32) Alan Karbashian spends all day driving from customer site to customer site for sales meetings in his job with a national medical parts manufacturer. Alan is considered a(n) _____.
A) inside sales representative
B) outside sales representative
C) alignment representative
D) distributing representative
E) interchange representative
Answer: B
Diff: 1
AACSB: Analytical Thinking
Objective: LO 1.4: Discuss the different employment settings in selling today.

33) In a well-structured sales department, inside and outside salespeople often _____.
A) compete for sales and customers
B) duplicate their efforts and increase the company's cost per sale
C) work together to generate leads, close sales, and provide service
D) exchange leads depending on what the expected sales will be
E) combine their monthly sales figures to increase commissions
Answer: C
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

34) Which of the following sectors would NOT be considered part of the service industry?
A) Hotel
B) Insurance
C) Banking
D) Real estate
E) Chemicals
Answer: E
Diff: 1
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35) _____ attempt to generate goodwill and stimulate demand for the manufacturer's products among channel members.
A) Missionary salespersons
B) Trade sellers
C) Personal salespeople
D) Outside salespeople
E) Service sector salespersons
Answer: A
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

36) Sales engineers are people with extensive knowledge of their product who also _____.
A) provide service on the product after the sale
B) develop the product as part of the research and development team
C) communicate the benefits of the product to the customers
D) have advanced degrees in science or technology
E) have graduate-level sales training
Answer: C
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

37) Which of the following describes a category of sales personnel in the field of manufacturing?
A) Sales engineer
B) Field researcher
C) Comptroller
D) Technical support representative
E) Research and development director
Answer: A
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

38) Which of these insurance agents sells products from multiple companies?
A) Personal lines agents
B) Commercial lines agents
C) Independent insurance agents
D) Business service agents
E) Health insurance agents
Answer: C
Diff: 2
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39) Terri Milano, employed by a manufacturer of home electronics, offers assistance to retailers in such areas as credit policies, pricing display, and store layout. She also collects information regarding acceptance of her firm's products. She is performing the duties of a(n) _____.
A) detail salesperson
B) retail salesperson
C) inside salesperson
D) field representative
E) manufacturer's representative
Answer: A
Diff: 2
AACSB: Analytical Thinking
Objective: LO 1.4: Discuss the different employment settings in selling today.

40) Well-trained salespeople can add value to the traditional retail shopping experience. Selling for a retailer might involve which of the following products?
A) Personal computers, automobiles, and assembly line robotics equipment
B) Photographic equipment, industrial specialties, and recreational equipment
C) Fashion apparel, personal computers, and recreational vehicles
D) Microchips, musical instruments, and automobiles
E) Software back-end integration services, jewelry, and motorcycles
Answer: C
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

41) Network (multilevel) marketing is different from traditional sales in that it _____.
A) creates a pyramid with the CEO at the top and the salespeople at the bottom
B) eschews growth of the salesforce for a given product
C) relies on an interconnected network of independent salespeople to sell the product directly
D) focuses on paid advertising instead of word-of-mouth publicity
E) allies itself with competing products and service providers
Answer: C
Diff: 2
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Ray Sanchez began as a junior sales rep at industrial products maker DECA Corporation 10 years ago, and has worked his way up steadily to Senior Regional Sales Director for the entire Southwest region. He is good at his job, and his greatest personal satisfaction—also the cause of his steady rise in the company—is his ability to understand customers and their needs and to sell them appropriate solutions. As a manager and now Senior Regional Director, Sanchez injects his department with this same commitment to understanding the customer's needs as the key to long-term, profitable sales relationships.

42) Sanchez decides to try something new in the Southwest Region. He had been following the model of sending outside sales reps to follow up with prospects who expressed interest in the product by various prospecting methods. Now he will augment those efforts by hiring teams of sales reps to show the product to managers and buyers at stores that do not carry the DECA line but sell complimentary products, and to call these managers on the phone based on qualifying work the sales reps in the store have done. What two types of sales reps will Sanchez most likely hire to comprise these teams?
A) Missionary salespeople and inside salespeople
B) Outside salespeople and inside salespeople
C) Competing salespeople and detail salespeople
D) Missionary salespeople and detail salespeople
E) Trade salespeople and detail salespeople
Answer: A
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

Kesha Williams will soon graduate with a marketing degree from a well-respected regional university. She is currently interviewing with several firms and is considering a career in sales. However, Kesha has some concerns about this career path for women since most of the interviewers so far have been men. However, one position in the hospitality industry does seem to be a good fit based on the job description and her interviews to date.

43) Kesha is intrigued by a job posting for a "Business Development Manager in the hospitality industry." Which of the following most accurately describes the duties of this position?
A) Soliciting donations from charitable donors and foundations for an organization that promotes hospitality
B) Selling guest and conference hotel rooms and other hotel services to organizations
C) Working as a front desk clerk at a hotel
D) Servicing requests from guests at an upscale resort
E) Managing the banquet hall at a large restaurant/catering facility
Answer: B
Diff: 3
AACSB: Application of Knowledge
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A start-up has developed a business-to-business product that allows for integration of inventory, billing, shipping, teleconferencing, and webinar functions. This allows salespeople to demonstrate, check inventory, close a sale, and ship the product during a presentation with the client in person or by webinar.

44) Considering the product and the target market, what would be the best sales model for the company to most likely use?
A) Sell the product exclusively via self-service online, as it is a technology product.
B) Have the CEO of the company sell the product to prospects because he understands the importance of making sales.
C) Hire a salesperson with some experience understanding and selling technology products to sell the product.
D) Hire a highly experienced sales manager from the publishing industry to set up a sales department.
E) Sell the product through a telemarketing agency.
Answer: C
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

45) To sell the product effectively and efficiently, what type of salespeople should the company hire?
A) Inside sales reps
B) Outside sales reps
C) Detail reps
D) Missionary reps
E) Direct sales reps
Answer: A
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

46) Examples of industries in the service channel include convention centers, banking, and advertising.
Answer: TRUE
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

47) Approximately one-third of all U.S. salespeople are motivated by the opportunity to earn substantial incomes.
Answer: TRUE
Diff: 2
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48) Sales careers in the consumer goods channel, referred to earlier as "C2C" selling, include both retail-selling and direct-selling careers.
Answer: FALSE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

49) What is direct selling and what opportunities exist for people interested in this career path?
Answer: **Direct salespeople** are independent contractors who generally represent manufacturers. There are 7.3 million direct salespeople in the United States that generate $42.7 billion in revenues. The international growth rate of direct selling is exceeding domestic growth. Network marketing, or multilevel marketing, is a rapidly growing form of direct marketing that provides numerous opportunities for personal growth.
Diff: 3
AACSB: Analytical Thinking
Objective: LO 1.4: Discuss the different employment settings in selling today.

50) Convention center sales managers, investment securities brokers, and real estate salespeople all have one thing in common–they sell a(n) _____.
Answer: service
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

51) A(n) _____ works for the manufacturer. This salesperson must have detailed and precise technical knowledge.
Answer: sales engineer
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.4: Discuss the different employment settings in selling today.

52) Why are sales careers in the service sector a good option for a person that wants to have a career in personal selling?
Answer: Sales careers in service sales include both business-to-business and business-to-consumer sales. Today, approximately 80 percent of the U.S. labor force is employed in some capacity in the service sector of the economy. The growth rate for the service industry is much higher than the growth rate for product companies. Service companies provide career opportunities in a variety of settings.
Diff: 2
AACSB: Application of Knowledge
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53) Which one of the following people would LEAST likely be considered a "knowledge worker"?
A) Someone who performs research to discover new information
B) Someone who takes current research and uses it to facilitate a task
C) Someone who relays information from one party to another without changing it
D) Someone who puts information in a format that allows others to access it
E) Someone who uses information to solve a problem
Answer: C
Diff: 1
AACSB: Analytical Thinking
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

54) Salespeople are most likely considered knowledge workers because they _____.
A) position and lay out information in a way that helps buyers understand it
B) gain knowledge of the product before they can sell it
C) repeat a script that they are given by their managers
D) develop an understanding of the best practices of sales
E) create products themselves before they sell them
Answer: A
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

55) Tamara Grindel is a doctor who practices with a group of other physicians with the same specialty. She is considering taking a course on selling skills. What is the most important way in which this will help her medical practice?
A) Learning selling skills will give Dr. Grindel an alternate career once she retires from medicine.
B) Learning selling skills will help Dr. Grindel bring new patients to her practice.
C) Learning selling skills will aid Dr. Grindel in communicating effectively with pharmaceutical reps who show her new medications.
D) Learning selling skills will show Dr. Grindel how to ensure that her patients take the medications she prescribes them.
E) Learning selling skills will require Dr. Grindel to understand the financial pressures of running a practice.
Answer: B
Diff: 2
AACSB: Analytical Thinking
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56) The CEO of SwiftLink spends one week each month going to sales appointments with various salespeople in the company. In addition to assisting the salespeople with presentations, a likely reason the CEO goes on sales calls is to _____.
A) gather information on customer needs and preferences
B) deduct mileage on his vehicle as a way to offset taxes
C) undercut the salespeople in underperforming divisions of SwiftLink
D) ensure that the salespeople do not give volume discount pricing
E) trade information to customers in exchange for information on competitors
Answer: A
Diff: 2
AACSB: Analytical Thinking
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

57) Peter Kumar has developed a software application that will reduce costs and increase server speed for corporations of all sizes. Even with this useful application, Peter still needs to develop personal selling skills in order to _____.
A) understand and write a business plan for his company
B) explain his application to potential buyers
C) apply for a patent on his application
D) maintain the discipline and stamina required to develop such a complicated piece of software
E) ensure that only corporate users buy his application
Answer: B
Diff: 2
AACSB: Analytical Thinking
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

58) Which of these statements is the most accurate with respect to "nonsales selling?"
A) Nonsales selling is a fictional construct that does not exist.
B) People now spend about 40% of their time in nonsales selling activities.
C) Nonsales selling is typically done by entry-level customer service representatives.
D) Nonsales selling is only done by professionals.
E) This sector of personal selling is declining since it does not generate revenue.
Answer: B
Diff: 3
AACSB: Application of Knowledge
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59) How does a sales rep most likely create value for the customer with this product?
A) Sell the customer the exact components that will integrate with the customer's current system.
B) Speed the transaction along so that the customer can purchase quickly.
C) Offer a lower price if the customer buys more than one system.
D) Offer to demonstrate the product in the customer's office.
E) Allow the customer to see a demo of the product online to see how they will be able to use the product.
Answer: A
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

60) The customer service representatives employed by the company for after-sales support are likely to need _____.
A) training to learn to speak clearly
B) to be instructed in basic telephone manners and standards of politeness
C) mileage allowances for the time they will spend visiting client sites to physically install the software
D) special sales skills that allow them to close particularly difficult sales
E) specialized technical skills to assist customer companies in installing and implementing the software
Answer: E
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

61) Knowledge workers are people who succeed by adding value to information.
Answer: TRUE
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

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62) Knowledge workers do not need selling skills and should focus primarily on learning good communication skills.
Answer: FALSE
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

63) Chief executive officers and other executives often accompany salespeople on sales calls to learn more about customer needs.
Answer: TRUE
Diff: 2
AACSB: Analytical Thinking
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

64) Firms that hire professionals such as accountants and engineers almost always hire separate sales staff, so the professionals do not have to sell.
Answer: FALSE
Diff: 1
AACSB: Analytical Thinking
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

65) Once an entrepreneur's company is successful, the entrepreneur no longer has to sell.
Answer: FALSE
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

66) Knowledge is the most important ingredient of what people buy and sell.
Answer: TRUE
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

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67) _____ has no value until it is communicated effectively.
Answer: Information
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

68) Name four categories of employees who use sales techniques in their daily jobs but would not necessarily consider themselves salespeople.
Answer: 1. Managers
2. Professionals
3. Entrepreneurs
4. Customer service representatives
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.5: Explain how personal-selling skills have become one of the master skills needed for success in the information age and how personal-selling skills contribute to the work performed by knowledge workers.

69) Corporate-sponsored sales training _____.
A) can take up to a year in some firms
B) focuses on accounting methods and theory
C) is primarily concerned with shipping systems and logistics
D) primarily covers product liability issues
E) usually takes about two weeks
Answer: A
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.6: Identify the four major sources of sales training.

70) Commercial vendors who provide sales training offer courses based on _____.
A) Universal Sales Theory
B) the theories of Dale Carnegie and Napoleon Hill
C) a variety of sales approaches
D) modern sales approaches that have been regression-tested
E) graduate-level MBA sales work
Answer: C
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.6: Identify the four major sources of sales training.

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71) A training and education initiative with specific requirements delivered by an industry professional association to salespeople in that industry is an example of a(n) _____.
A) university sales methods class
B) corporate-sponsored training class
C) Internet-based training program
D) certification program
E) college concentration
Answer: D
Diff: 1
AACSB: Application of Knowledge
Objective: LO 1.6: Identify the four major sources of sales training.

A start-up has developed a business-to-business product that allows for integration of inventory, billing, shipping, teleconferencing, and webinar functions. This allows salespeople to demonstrate, check inventory, close a sale, and ship the product during a presentation with the client in person or by webinar.

72) To train the sales reps, the company should most likely _____.
A) ask the sales reps to read three classic sales texts and engage in a role-playing workshop
B) hire a trainer who understands sales techniques to train the sales reps in groups of three
C) send the sales reps to a standardized course that teaches sales theory
D) develop an in-house training course focused on product knowledge supplemented by a refresher in sales techniques delivered by a hired company
E) send the sales reps to shadow the product developers to learn how they develop products for the company
Answer: D
Diff: 3
AACSB: Application of Knowledge
Objective: LO 1.6: Identify the four major sources of sales training.

73) Companies that deliver their own corporate-sponsored training do not also use training programs provided by commercial vendors.
Answer: FALSE
Diff: 1
AACSB: Analytical Thinking
Objective: LO 1.6: Identify the four major sources of sales training.

74) Increased professionalism in personal selling has led to a rise in the number of sales _____ programs offered to those who complete coursework in sales techniques and best practices.
Answer: certification
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.6: Identify the four major sources of sales training.

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75) List the four sources of sales training.
Answer:
1. Corporate-sponsored training
2. Training provided by commercial vendors
3. Certification programs
4. College and University coursework
Diff: 2
AACSB: Application of Knowledge
Objective: LO 1.6: Identify the four major sources of sales training.

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