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Name:_____ Class:_____ Date:_____

Chapter 01: Overview of Personal Selling

True / False

1. Personal selling and sales promotion are both forms of marketing communications.
   a. True
   b. False

ANSWER: True

2. Sales does not meet the criterion of making a significant contribution to society.
   a. True
   b. False

ANSWER: False

3. In a fluctuating economy, salespeople make invaluable contributions by assisting in recovery cycles and by helping to sustain periods of relative prosperity.
   a. True
   b. False

ANSWER: True

4. Consumers who are likely to be early adopters of an innovation often rely on salespeople as a tertiary source of information.
   a. True
   b. False

ANSWER: False

5. While acting as agents of innovation, salespeople invariably encounter openness to and acceptance of change from consumers in the latter stages of the diffusion process.
   a. True
   b. False

ANSWER: False

6. In the business-to-business sector, buyers are increasingly sharing their opinions, identifying problems, and asking for vendor recommendations via Twitter and LinkedIn.
   a. True
   b. False

ANSWER: True

7. As a salesperson at Solari, Michi is expected to identify customers but is not responsible for generating revenue.
   a. True
   b. False

ANSWER: False

8. Salespeople are concerned with profitability in bottom-line terms, whereas accountants and financial staff are responsible for achieving a healthy "top line" on the profit and loss statement.
   a. True
   b. False

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ANSWER: False

9. Salespeople are concerned only with sales revenue and not with overall profitability.
   a. True
   b. False

ANSWER: False

10. In recent years, marketing and sales personnel have been in strong demand for upper management positions.
   a. True
   b. False

ANSWER: True

11. Customers do not expect salespeople to be knowledgeable about market opportunities and relevant business trends that may affect a customer's business.
   a. True
   b. False

ANSWER: False

12. As salespeople serve their customers, they simultaneously serve their employers and society.
   a. True
   b. False

ANSWER: True

13. Unlike need satisfaction selling, stimulus response selling focuses on customers rather than on salespeople.
   a. True
   b. False

ANSWER: False

14. Customers who appreciate the need satisfaction selling method are often willing to spend considerable time in preliminary meetings to define needs prior to a sales presentation or written sales proposal.
   a. True
   b. False

ANSWER: True

15. In the problem-solving approach to selling, competitors' offerings are never included as alternatives in a customer's purchase decision.
   a. True
   b. False

ANSWER: False

16. The three phases of the sales process are initiating, developing, and enhancing customer relationships.
   a. True
   b. False

ANSWER: True

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17. The independence of action traditionally enjoyed by salespeople is frequently a byproduct of decentralized sales operations in which salespeople live and work away from headquarters.
    a. True
    b. False

ANSWER: True

18. Two types of new-business salespeople are order-takers and order-getters.
    a. True
    b. False

ANSWER: False

19. All order-getters are also pioneers and all pioneers are also order-getters.
    a. True
    b. False

ANSWER: False

20. Order-takers are not too involved in creative selling.
    a. True
    b. False

ANSWER: True

Multiple Choice

21. Which of the following does not describe today's buying environment?
    a. A salesperson mainly provides buyers with information.
    b. A salesperson has very little of a buyer's time.
    c. A salesperson must be a problem solver.
    d. A salesperson must help buyers reach their goals.
    e. A salesperson needs good communication skills.

ANSWER: a

22. Which of the following forms of marketing involves talking with buyers before, during, and after the sale?
    a. Personal selling
    b. Public relations
    c. Direct marketing
    d. Sales promotion
    e. Electronic marketing

ANSWER: a

23. Natalie is a college graduate who is seeking a career in sales. She would prefer to interact with her customers on an individual basis before, during, and after a sale rather than directing her communications at mass markets. In this context, Natalie should look for a job that is specialized in _____.
    a. guerrilla marketing
    b. sales promotions
    c. online advertising

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d. personal selling
e. public relations

ANSWER: d

24. In the context of business-to-business marketing, which of the following is the most important part of marketing communications?
a. Advertising
b. Sales promotion
c. Direct marketing
d. Public relations
e. Personal selling

ANSWER: e

25. _____ selling is a form of personal selling that requires that salespeople earn the confidence of their customers and that their selling strategy meets customer needs and contributes to the creation, communication, and delivery of customer value.
a. The formula approach to
b. Mental states
c. Trust-based relationship
d. Stimulus response
e. Transaction-focused traditional

ANSWER: c

26. Trust-based relationship selling focuses on _____.
a. maximizing sales in the short run
b. pushing products to customers immediately
c. adding value to a customer's business over an extended period
d. initiating one-way communication with a customer
e. the salesperson and the selling firm

ANSWER: c

27. John is a salesperson who relies heavily on creating sales strategies centered around gaining his customers' confidence and meeting their needs. He primarily focuses on delivering customer value. In this context, John most likely relies on _____ selling.
a. transaction-focused
b. mental states
c. trust-based relationship
d. stimulus response
e. traditional

ANSWER: c

28. A salesperson who follows the trust-based relationship selling strategy is expected to _____.
a. be actively involved in maximizing sales in the short run
b. convince customers that their product is the best

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c. move on to a new customer as soon as sales are completed with the previous customer
d. be actively involved in solving a customer's problems
e. be excluded from a customer's decision-making process

ANSWER: d

29. Which of the following is a key difference between trust-based relationship selling and transaction-focused traditional selling?
a. In trust-based relationship selling, the customer is the primary focus, whereas in transaction-focused traditional selling, the salesperson is the primary focus.
b. In trust-based relationship selling, the nature of communication is one-way, whereas in transaction-focused traditional selling, the nature of communication is two-way.
c. In trust-based relationship selling, the salesperson is isolated from the customer's decision-making process, whereas in transaction-focused traditional selling, the salesperson is actively involved in the customer's decision-making process.
d. In trust-based relationship selling, the desired outcome is order volume, whereas in transaction-focused traditional selling, the desired outcome is mutual benefits.
e. In trust-based relationship selling, the salesperson plays the role of making calls and closing sales, whereas in transaction-focused traditional selling, the salesperson plays the role of a business consultant.

ANSWER: a

30. In trust-based relationship selling, _____.
a. the primary focus is on the salesperson
b. the nature of communication is one-way, from the salesperson to the customer
c. the customer–salesperson relationship is temporary
d. the salesperson is actively involved in a customer's decision-making process
e. the salesperson does little or no post-sale follow-up with the customer

ANSWER: d

31. _____ is determined by buyers' perceptions of what they get in exchange for what they have to give up.
a. Service orientation
b. Sales revenue
c. Customer value
d. Support value
e. Product demand

ANSWER: c

32. Which of the following is true of customer value?
a. It is not beneficial to personal selling.
b. The factors that constitute customer value are common for all customers.
c. It is always determined by the customer and not the salesperson.
d. It is not affected by the behavior of salespeople.
e. It is determined by a salesperson's perception of what customers will get in exchange for their money.

ANSWER: c

33. The customers of Daprosoft are concerned about the price of the company's new software. Susan, a sales manager at

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Daprosoft, must thoroughly satisfy their curiosity about the benefits they are likely to receive after purchasing the product. In this scenario, Susan's customers are concerned about _____.

a. sales dialogue
b. sales support
c. customer value
d. customer insight
e. the diffusion of innovation

ANSWER: c

34. The term _____ refers to the series of conversations between buyers and sellers that take place over time in an attempt to build relationships.

a. sales advertising
b. sales dialogue
c. sales lead
d. customer value
e. economic stimulus

ANSWER: b

35. Which of the following is true of sales dialogue?

a. The purpose of sales dialogues is to determine the best training method that meets the needs of salespeople.
b. It is an essential part of transaction-focused traditional selling.
c. The purpose of sales dialogue is to negotiate a business deal and earn a commitment from the customer.
d. The business conversations that constitute sales dialogue are salesperson-focused.
e. It emphasizes generating sales revenue over building customer relationships.

ANSWER: c

36. _____ helps a salesperson to determine if a prospective customer should be targeted for further sales attention.

a. Customer value
b. Sales dialogue
c. Inside sales
d. Sales support
e. Continued affirmation

ANSWER: b

37. Ethan is a young salesperson who is tasked with establishing and maintaining good relationships with his customers. Whenever he approaches a customer to sell his product, he begins a series of conversations with the customer to determine needs, communicates how the product can create value for the customer, and negotiates a business deal with the customer to earn a commitment. In this scenario, Ethan most likely engages in _____.

a. sales networking
b. sales dialogue
c. dejobbing
d. job crafting
e. inside sales

ANSWER: b

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38. Customers define value by addressing all of the following questions except: _____
    a. Has the salesperson reached a high level of sales?
    b. Does the salesperson do a good job in helping me make or save money?
    c. Does the sales representative understand my business and my industry?
    d. Does this salesperson help me achieve my strategic priorities?
    e. Is this salesperson dependable?

ANSWER: a

39. _____ is a customer-oriented approach that uses truthful, non-manipulative tactics to satisfy the long-term needs of both the customer and the selling firm.
    a. Sales prospecting
    b. A sales pitch
    c. Sales advertising
    d. Sales professionalism
    e. A sales funnel

ANSWER: d

40. According to a study examining the status of sales as a true profession, sales meets the professional criteria of _____ through professional organizations such as the Strategic Account Management Association (SAMA) and through a common sales vocabulary such as that found in textbooks and training materials.
    a. ensuring the welfare of internal and external stakeholders
    b. making a significant contribution to society
    c. having a defined culture and organization of colleagues
    d. developing a well-established routine for salespeople
    e. adhering to a uniform ethical code

ANSWER: c

41. According to a study that examined the status of sales as a true profession, sales needs additional progress in two areas to be viewed as a profession on par with law, medicine, and other long-recognized professions. One of these areas is_____.
    a. operating from a substantial knowledge base that has been developed by academics
    b. making a significant contribution to society
    c. having a defined culture and organization of colleagues
    d. gaining public trust
    e. having a unique set of professional skills

ANSWER: d

42. Which of the following is true of salespeople?
    a. They can benefit tremendously by working from a continually evolving knowledge base.
    b. They adhere to a universal code of ethics.
    c. They enjoy relatively less job security compared with other occupational groups.
    d. They receive professional training through a widely accepted certification program.
    e. They are constantly supervised by their managers and lack decision-making autonomy.

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ANSWER: a

43. Identify a true statement about the evolution of personal selling.
    a. Future buyers will be naive and less sophisticated.
    b. Future salespeople will respond to a more complex, dynamic environment.
    c. Technology and innovation will face stagnation due to lack of creativity from salespeople.
    d. More emphasis will be placed on transaction-focused selling rather than trust-based relationship selling.
    e. More emphasis will be placed on sales pitches rather than sales dialogues.

ANSWER: b

44. Some members of society will not view sales as a true profession because _____.
    a. there is a universal code of ethics with a mechanism for dealing with violators
    b. there is no universal code of ethics with a mechanism for dealing with violators
    c. many companies have employee codes of conduct
    d. some professional organizations have ethical codes
    e. there is no participation in professional organizations

ANSWER: b

45. One of the key roles that salespeople play in society is the distribution of knowledge about new technology. In other words, salespeople help with _____.
    a. market basket analysis
    b. the diffusion of innovation
    c. market research
    d. data mining
    e. the training of future managers

ANSWER: b

46. Consumers who are likely to be early adopters of an innovation often rely on _____ as a primary source of information.
    a. manufacturers
    b. salespeople
    c. investors
    d. producers
    e. the government

ANSWER: b

47. Salespeople fulfill the role of _____ when they bring in income to a firm or company.
    a. strategic orchestrators
    b. business consultants
    c. revenue producers
    d. market analyzers
    e. long-term allies

ANSWER: c

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48. Salespeople play an important role in market research and in providing feedback to their firms because _____.
a. they are trained through a widely accepted certification program in market research
b. they spend a lot of time in direct contact with their customers
c. the jobs of salespeople have a well-established routine that allows them to get a general idea of their customers
d. they are trained in providing feedback to their managers
e. salespeople are solely concerned with their firm's profitability in bottom-line terms
ANSWER: b

49. Which of the following helps marketing and sales personnel to be good candidates for upper management positions?
a. Their ability to overcome negative feedback
b. Their ability to meet customer needs
c. Their ability to isolate themselves from their customer's decision-making process
d. Their ability to resist changes
e. Their ability to push products to customers
ANSWER: b

50. Which of the following is most accurate with respect to a buyer's expectations of salespeople?
a. Buyers expect salespeople to isolate themselves from the buyer's decision-making process.
b. Buyers expect salespeople to be driven solely by profit.
c. Buyers usually have little to no expectations of salespeople.
d. Buyers expect salespeople to contribute to the success of the buyer's firm.
e. Buyers expect salespeople to close a sale quickly and move on.
ANSWER: d

51. All of the following describe customer relations management (CRM) except _____.
a. CRM software has become a vital tool for businesses of all sizes
b. the CRM software industry is one of the fastest growing industries
c. CRM helps companies establish better communication channels
d. CRM ensures decreased customer retention through loyalty programs
e. CRM systems identify potential customers
ANSWER: d

52. When salespeople alter their sales messages and behaviors during a sales presentation or as they encounter different sales situations, they are using _____ selling.
a. value-based
b. stimulus response
c. mental states
d. adaptive
e. the formula approach to
ANSWER: d

53. _____ selling should most likely be used when salespeople encounter buyers with different personalities, communications styles, needs, and goals.

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a. Adaptive
b. Stimulus response
c. Mental states
d. Traditional
e. The formula approach to

ANSWER: a

54. During a sales presentation on his company's new range of laptops and their specifications, Max was interrupted by a few members of the audience who informed him that they were unable understand the marketing and technical jargon used in the presentation. Max altered his message accordingly and adjusted the presentation so that everyone could understand his message. In this scenario, Max most likely used _____ selling.

a. adaptive
b. mental states
c. stimulus response
d. consultative
e. the formula approach to

ANSWER: a

55. Which of the following approaches to personal selling is the simplest?

a. Stimulus response selling
b. Need satisfaction selling
c. Consultative selling
d. Mental states selling
e. Problem-solving selling

ANSWER: a

56. In _____ selling, salespeople furnish statements, questions, actions, audio/visual aids, and demonstrations from a repertoire of words and actions designed to produce a desired response.

a. adaptive
b. stimulus response
c. consultative
d. problem-solving
e. need satisfaction

ANSWER: b

57. Continued affirmation is an example of _____ selling.

a. problem-solving
b. need satisfaction
c. consultative
d. mental states
e. stimulus response

ANSWER: e

58. Which of the following statements is true of stimulus response selling?

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a. The sales message in stimulus response selling cannot be prepared before sales dialogue.
b. It cannot be used with a canned sales presentation.
c. It calls for the buyer to dominate the flow of conversation in sales dialogue.
d. Inexperienced salespeople can rely on stimulus response sales methods in some settings.
e. It is most suitable when the prospects are professional buyers.

ANSWER: d

59. Which of the following approaches to personal selling is best suited when time is severely constrained?
a. Need satisfaction selling
b. Adaptive selling
c. Problem-solving selling
d. Consultative selling
e. Stimulus response selling

ANSWER: e

60. AIDA is an acronym for _____.
a. action, intention, direction, and activity
b. apathy, insecurity, deterrent, and acceptance
c. attention, interest, desire, and action
d. anguish, instability, displacement, and agony
e. attrition, interrogation, development, and assessment

ANSWER: c

61. In the context of mental states selling, which of the following tactics can a salesperson use to draw the attention of a prospective customer to a product?
a. Overcoming resistance of the prospect
b. Building rapport with the prospect
c. Persuading the prospect to try the product
d. Demonstrating the product
e. Building a sense of urgency about the product

ANSWER: b

62. Which of the following approaches to personal selling forces a salesperson to plan the sales presentation prior to calling on a customer?
a. Need satisfaction selling
b. Mental states selling
c. Problem-solving selling
d. Consultative selling
e. Adaptive selling

ANSWER: b

63. _____ selling is based on the notion that the customer is buying to satisfy a particular requirement or set of requirements.
a. Need satisfaction

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b. Mental states
c. Consultative
d. Problem-solving
e. Stimulus response

ANSWER: a

64. Which of the following is the first step in the need satisfaction approach to selling?
a. Presenting offers to satisfy buyer needs
b. Continuing to sell until a purchase decision is made
c. Generating alternative solutions
d. Providing stimuli for positive affirmations
e. Uncovering and confirming buyer needs

ANSWER: e

65. In need satisfaction selling, salespeople use a(n) _____ tactic to uncover important buyer needs.
a. suggestive
b. questioning
c. informative
d. influence
e. manipulative

ANSWER: b

66. Which of the following is true of need satisfaction selling?
a. Customer responses dominate the early portion of the sales interaction.
b. Customers are unwilling to spend considerable time in preliminary meetings to define needs prior to a sales presentation.
c. Salespeople use various influence tactics to alter customer needs.
d. It goes beyond identifying customer needs to developing alternative solutions for satisfying these needs.
e. Salespeople prefer this approach to selling when time is severely constrained.

ANSWER: a

67. _____ selling is an extension of need satisfaction selling.
a. Adaptive
b. Problem-solving
c. Mental states
d. Stimulus response
e. Consultative

ANSWER: b

68. The _____ approach to personal selling requires educating the customer about the full impact of an existing issue and clearly communicating how the solution delivers significant customer value.
a. need satisfaction
b. problem-solving

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c. mental states
d. stimulus response
e. formula

ANSWER: b

69. Which of the following is the first step in the problem-solving approach to selling?
a. Defining a customer's problem
b. Building rapport with a prospective customer
c. Gaining precommitment from a prospect to consider purchasing the seller's product
d. Arranging the use of a sales organization's resources to resolve a customer's problem
e. Continuing to sell until a customer's problem is resolved

ANSWER: a

70. Kiran, a medical insurance agent, informs prospective customers about the potential health issues associated with current lifestyles. They successfully sell insurance policies by convincing their customers that medical insurance offers financial assistance in case of an illness. In this scenario, Kiran most likely uses the _____ approach to personal selling.
a. stimulus response
b. need satisfaction
c. consultative
d. mental states
e. problem-solving

ANSWER: e

71. _____ selling is the process of helping customers reach their strategic goals by using the products, services, and expertise of a sales organization.
a. Stimulus response
b. Mental states
c. Consultative
d. Problem-solving
e. Need satisfaction

ANSWER: c

72. Terry, a sales executive at AutoMoco, ensures customer satisfaction through continued post-sale follow-up. He addresses customer queries by coordinating with various departments at AutoMoco and getting expert advice from their personnel. In this scenario, Terry plays the role of a _____.
a. business consultant
b. strategic orchestrator
c. revenue producer
d. market researcher
e. negotiation expert

ANSWER: b

73. In the business consultant role, salespeople _____.
a. use internal and external sources to become an expert on their customer's business

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b. use the resources of sales organizations to satisfy the requirements of their customer's business
c. support their customers, even when an immediate sale is not expected
d. bring in revenue for their firms and maintain a healthy "top line" on the profit and loss statement
e. request expert advice from production or logistics personnel to address an opportunity fully

ANSWER: a

74. Jeff, a salesperson at Diverse Investments, a wealth management firm, educates his customers about different wealth management schemes and their advantages over traditional savings methods. Jeff also offers financial insights to customers on managing their enterprises by gaining information from various internal and external sources. In this scenario, Jeff plays the role of a _____.

a. marketing coordinator
b. strategic orchestrator
c. revenue producer
d. long-term ally
e. business consultant

ANSWER: e

75. As a _____, the salesperson arranges the use of the sales organization's resources in an effort to satisfy the customer.

a. negotiation expert
b. strategic orchestrator
c. revenue producer
d. long-term ally
e. business consultant

ANSWER: b

76. The most important part of a salesperson's job is _____.

a. tracking accounts receivable
b. the sales process
c. training new salespeople
d. the market basket analysis process
e. attending training sessions

ANSWER: b

77. Rosa's car needed extensive repair following an accident. At Odessa Repair, she was told that the repairs would take three weeks. However, due to supply-chain delays, the needed parts didn't arrive on time, and Rosa had to wait for eight weeks to get her car fixed. Roger, the salesperson at Odessa Repair, called Rosa frequently to keep her informed about the status of her car. This scenario shows all of the following except _____.

a. Roger worked hard to earn Rosa's trust
b. Roger said he would keep Rosa updated, and he did
c. customers want to do business with trustworthy people
d. Roger overpromised and was unrealistic about the status of Rosa's repairs
e. Roger understood that Rosa really wanted to get her car fixed quickly

ANSWER: d

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78. The three major phases of the sales process are _____.
a. initiating, developing, and enhancing customer relationships
b. locating qualified prospective customers, training salespeople, and planning the sales dialogue
c. planning the sales presentation, initiating customer relationships, and training salespeople
d. planning the sales dialogue, creating value, and locating prospective customers
e. making an appointment to see a customer, building trust, and enhancing customer relationships
ANSWER: a

79. Which of the following is a characteristic of sales careers?
a. Delayed feedback on job performance
b. Negligible job security
c. Vegetation and monotony
d. An annual salary of approximately $60,869 for the average salesperson
e. Advancement opportunities
ANSWER: e

80. Salespeople enjoy relatively good job security compared with other occupational groups, most likely because _____.
a. they act as revenue producers
b. they are long-term allies of customers
c. they mainly focus on the aspect of sales that deals with environmental sustainability
d. they initiate sales dialogues with prospects
e. they act as strategic orchestrators
ANSWER: a

81. Which of the following distinguishes personal selling from other forms of marketing communications such as advertising and public relations?
a. The opportunity to react immediately to customer feedback during sales presentations
b. The existence of a universal code of ethics for salespeople
c. The ability to influence customers
d. The lack of decision-making autonomy for salespeople
e. The availability of a well-established routine for salespeople
ANSWER: a

82. Which of the following characteristics of sales careers has increased due to multicultural diversity in customer segments?
a. Job predictability and vegetation
b. Job variety
c. Compensation
d. Immediate feedback
e. Advancement opportunities
ANSWER: b

83. Which of the following statements is true of sales as a career?

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a. The demand for sales professionals is expected to decrease in the next five years.
b. Sales as a profession does not offer much job security as salespeople spend a majority of their time on non-selling activities.
c. Salespeople cannot switch industries easily, as different industries need different sales skills.
d. Salespeople receive constant, immediate feedback on their job performance.
e. Sales as a profession is monotonous, and salespeople have a well-established routine.

ANSWER: d

84. Sylvia, a young college graduate, is looking for a job as a sales professional because it offers her the opportunity to interact with customers from different ethnic groups. She is not interested in a traditional office job or any job that involves routine work. In the context of the features of sales jobs, Sylvia is attracted to the characteristic of _____.
a. job security
b. job variety
c. independence
d. high compensation
e. immediate feedback

ANSWER: b

85. One of the two well-known categories of sales support personnel is _____.
a. missionary salespeople
b. inside salespeople
c. order-takers
d. order-getters
e. pioneers

ANSWER: a

86. Which of the following is a category of sales support personnel who are not typically involved in the direct solicitation of purchase orders?
a. Missionary salespeople
b. Pioneers
c. Order-getters
d. Inside salespeople
e. Direct-to-consumer salespeople

ANSWER: a

87. Salespeople who assist in design and specification processes, installation of equipment, and training of a customer's employees are called _____.
a. technical support salespeople
b. missionary salespeople
c. order-takers
d. order-getters
e. pioneers

ANSWER: a

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88. In the context of personal selling jobs that focus on new businesses, the task of _____ requires creative selling and the ability to counter the resistance to change that will likely be present in prospective customers.
a. missionary salespeople
b. pioneers
c. technical support salespeople
d. farmers
e. order-takers

ANSWER: b

89. Which of the following statements is true of pioneers?
a. They are nonretail salespeople who remain in their employer's place of business while dealing with customers.
b. They focus on maintaining relationships with existing customers are not involved in creative selling.
c. All pioneers are order-getters but all order-getters are not pioneers.
d. They continue to work with a customer even after the completion of a sale.
e. Route salespeople who work an established customer base are pioneers.

ANSWER: c

90. Who among the following are called hunters?
a. Order-getters
b. Order-takers
c. Inside sales
d. Farmers
e. Detailers

ANSWER: a

91. Which of the following is a difference between pioneers and order-getters?
a. Order-getters serve existing customers on an ongoing basis, whereas pioneers move on to new customers as soon as possible.
b. Order-getters focus on seeking new customers, whereas pioneers focus on cultivating relationships with existing customers.
c. Order-getters focus on providing sales support, whereas pioneers focus on generating revenue for their company.
d. Order-getters communicate with customers through emails and phone-calls, whereas pioneers communicate face-to-face with customers.
e. Order-getters focus on sales growth, whereas pioneers focus on technical knowledge.

ANSWER: a

92. Who among the following are called farmers?
a. Order-takers
b. Order-getters
c. Inside sales
d. Pioneers
e. Detailers

ANSWER: a

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93. Which of the following statements is true of order-takers?
a. Their primary responsibility is stimulating the sales effort to convert prospects into customers.
b. Their strength tends to be reliability in ensuring customer convenience.
c. They are also known as hunters.
d. They are less valuable to their firms than order-getters.
e. They are salespeople who actively seek orders.

ANSWER: b

94. The role of existing-business salespeople is in direct contrast to _____.
a. order-takers
b. detailers
c. farmers
d. pioneers
e. inside sales

ANSWER: d

95. Anjali is a member of the sales department at Grocery Works, a large grocery store. One of her major tasks includes sending weekly emails to existing customers about the latest discounts on products. She is also responsible for calling on customers and procuring routine reorders of stock items. Anjali's role at Grocery Works describes the role of a(n)_____.
a. detailer
b. pioneer
c. order-getter
d. order-taker
e. hunter

ANSWER: d

96. The _____ operation has received considerable attention in recent years as an alternative to field selling.
a. existing business
b. inside-sales
c. technical support
d. missionary sales
e. direct-to-consumer sales

ANSWER: b

97. Sean, a sales manager at Placit Store, is tasked with generating sales revenue, maintaining customer relationships, and performing sales support activities. This scenario illustrates the _____.
a. combination sales job concept
b. inside-sales operation
c. job of technical support salespeople
d. job of missionary salespeople
e. job of pioneers

ANSWER: a

98. In the context of the attributes required for a successful sales career, which of the following includes asking

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appropriate questions and not interrupting at inappropriate times?

a. Active listening
b. Service orientation
c. Adaptability
d. Initiative
e. Logical reasoning

ANSWER: a

99. In response to the COVID-19 pandemic that escalated in 2020, many organizations quickly transformed a significant amount of the personal selling process to include _____.

a. using virtual selling
b. telephoning prospects
c. interacting with prospects in-person
d. avoiding the use of Zoom
e. increasing sales efforts

ANSWER: a

100. According to the O*NET Resource Center, a centralized source of occupational information developed by the U.S. Department of Labor/Employment, salespeople in a wide variety of industries do not need which attribute to be successful?

a. Active listening—to include asking appropriate questions, and not interrupting at inappropriate times
b. Service orientation—actively seeking ways to help customers
c. Sense of humor—used for persuasive communications
d. Coordination and problem solving—to include bringing others together and reconciling differences
e. Written communications skills—including computer and other technologically facilitated communications

ANSWER: c

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