Selling Building Partnerships 11th edition Castleberry Test Bank

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Selling Building Partnerships 11th Edition by Castleberry CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Personal selling is the craft of persuading people to buy what they do not want and do not need for more than it is worth.

1) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-01 What is selling?
Accessibility : Screen Reader Compatible
Gradable : automatic

2) Customers who use multiple channels or sources for gathering information are referred to as "omnichannel buyers."

2) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

3) The goal of selling is merely to promote a product or service.

3) _____

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

4) In a selling situation, buyers usually exclude the selling price of a good while calculating their profit.

4) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

5) The personal value equation of a buyer is the selling price minus the benefits received.

5) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

6) In a selling situation, the seller's profit is the benefits received minus the selling price.

6) _____

- ◎ true
- ◎ false

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Selling Building Partnerships 11th Edition by Castleberry CH01

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

7) Go-to-market strategies are used by buyers to select a suitable vendor in the buying process.

7) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

8) Organizations whose go-to-market strategies rely heavily on advertising and publicity are called sales force-intensive organizations.

8) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

9) Publicity is a form of unpaid marketing communication between buyers and the selling firm.

9) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

10) Advertising is the most costly method of communication for selling firms.

10) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

11) In the context of communicating marketing messages to customers, firms have more control when using unpaid methods of communication than when using paid methods of communication.

11) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

12) If salespeople want to sell effectively, they have to recognize that the buyer has needs that are met not only by the product but also by the selling process itself.

12) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

13) Activities such as prospecting for new customers, making sales presentations, demonstrating products, negotiating price and delivery terms, writing orders, and increasing sales to existing customers are part of a sales job.

13) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

14) Generally, salespeople spend more than 50 percent of their time on-site in face-to-face meetings with customers and prospects.

14) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

15) The phrase "customer-centric" means making the customer the center of everything a salesperson does.

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15) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

16) A salesperson's job does not end when a customer places an order.

16) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

17) Salespeople coordinate the activities within their firms to solve customer problems.

17) _____

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

18) Six sigma selling programs are designed to reduce and eliminate errors in the selling system.

18) _____

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

19) A customer relationship management (CRM) system is a system that organizes information about customers, their needs, company information, and sales information.

19) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

20) Sales promotions use impersonal forms of mass media to provide information to customers, while advertising offers customers incentives to buy products during a specific period.

20) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

21) A missionary salesperson's job is to approach distributors and encourage them to sell the manufacturer's products.

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21) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

22) Joshua represents a large drug manufacturer and calls on physicians to explain to them the benefits of prescribing his firm's products to their patients. Joshua is a missionary salesperson.

22) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

23) Normally, missionary salespeople and local distributor salespeople for the same firm are intensively competitive with each other as each strives to take business away from the other.

23) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

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24) A salesperson is required to show high levels of creativity when he or she has to sell a service rather than a product to a new customer.

24) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

25) Most college graduates in sales work as a salesperson for a retailer rather than going into business-to-business selling.

25) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

26) Inside salespeople are increasingly being used to penetrate small to mid-market sized companies.

26) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

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27) Inside selling typically is more demanding than field selling because the former entails more intense interactions with customers.

27) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

28) Customers develop long-term relationships with salespeople who are dependable and trustworthy.

28) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

29) Selling analytics is an attempt to gain insights into customers by using data mining and analytic techniques.

29) _____

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

30) The financial rewards of selling are independent of the level of skill of the salesperson and the sophistication needed to do the job.

30) _____

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

31) When selling a product, the collection of buyer-specific benefits that a seller offers to a buyer is known as

31) _____

A) the customer value proposition.
B) budget bogey.
C) the seller's profit.
D) customer lifetime value.
E) the seller's kickbacks.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

32) The cost of a good sold by a seller is $7,500. The selling cost involved in the sale is $150, and the selling price is $8,250. The buyer's profit is $150. The seller's profit is

32) _____

A) $500.
B) $300.
C) $750.
D) $450.
E) $600.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

33) Valerie's goal as a sales representative is to _____, which is the total benefit that her company's products and services provide to buyers.

33) _____

A) add creativity
B) improve relationships
C) maximize profits
D) create value
E) focus on sales numbers

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

34) The selling price of a product is $8,000. The cost and hassle involved in buying the product is $175. The benefit received from the product to a buyer is labeled "A." The seller's profit is $400. In this case, which of the following equations will accurately calculate the buyer's profit?

34) _____

A) A + $8,000
B) $8,000 + $400
C) $8,000 − A
D) A − ($8,000 + $175)
E) (A + $400) − $175

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

35) A seller's profit is

35) _____

A) the cost of goods sold minus the marketing margin.
B) the selling price minus the cost of goods sold and the selling costs.
C) the marginal difference between the asset price and the cost of sales.
D) the benefits received − (the selling price + the time and effort to purchase).
E) the relative price + the absolute cost.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

36) From a buyer's perspective, value in a purchase decision equals

36) _____

A) the cost of goods sold − the marketing margin.
B) the relative price + the absolute cost.
C) the marginal difference between the asset price and the cost of sales.
D) the benefits received − (the selling price + the time and effort to purchase).
E) the distribution benefits received − the production costs.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Accessibility : Screen Reader Compatible
Gradable : automatic

37) Which of the following is an example of selling?

37) _____

A) a college student asking a professor to let him enroll in a course that is closed for admissions
B) an employee making a presentation at a job interview
C) an engineer convincing his manager to support his R&D activity
D) a salesperson talking about the advantages of the washing machines at his store
E) All of the answers are correct.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 What is selling?
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

38) Gwen is researching ways to sell her new product. She is considering Internet sales, hiring sales reps, using a manufacturer's rep, and several other options. Gwen is considering

38) _____

A) her multichannel mission.
B) her go-to-market strategies.
C) her customer-centric circle.
D) the lifetime marketing value of her customers.
E) her firm's integrated marketing communication system.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

39) Sandra's marketing strategy is a go-to-market strategy. She relies heavily on salespeople for marketing her products. Sandra's organization is a(n)

39) _____

A) public relations organization.
B) organization that focuses exclusively on customer value.
C) sales force-intensive organization.
D) organization with a missionary strategy.
E) All of the answers are correct.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

40) Which of the following statements is true about sales promotion?

40) _____

A) It is the cheapest method of personal communication.
B) It is more flexible than personal selling.
C) It offers incentives to customers to purchase products during a specific period.
D) It restricts a firm from controlling the content and exact delivery of its marketing message.
E) It is more reliable than the word-of-mouth method of marketing communication.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

41) One of the advantages of personal selling is that it is the most _____ method used to communicate with customers.

41) _____

A) credible
B) reasonable
C) generic
D) defensive
E) flexible

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

42) In the context of the content and delivery of a marketing message, which of the following methods of communication is more difficult to control than others?

42) _____

A) television
B) radio
C) sales promotion
D) advertising
E) word of mouth

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Accessibility : Screen Reader Compatible
Gradable : automatic

43) The reason information supplied through publicity is usually considered more credible than information supplied by a salesperson is that

43) _____

A) salespeople are considered unethical.
B) information supplied through publicity is perceived to be independent.
C) the general public has more information than the average salesperson.
D) publicity costs more than personal selling.
E) organizations have control over information when it is disseminated through publicity.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

44) Even though personal selling is the most expensive method of communication on a per-person-reached basis, businesses continue to use personal selling because of advantages in
44) _____

A) flexibility.
B) the number of people reached.
C) credibility.
D) efficiency.
E) control over the content of publicity.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

45) In the context of the role of salespeople in a business, which of the following statements is true of personal selling?
45) _____

A) It is less flexible than other communication methods.
B) It helps the salesperson discover the specific needs of each customer.
C) It is the least expensive method of sales communication.
D) It is disadvantageous in that it offers less control than publicity and word of mouth.
E) It is highly credible as it uses independent sources to communicate information.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

46) One of the advantages of personal selling over advertising is that

46) _____

A) salespeople can be closely supervised.
B) salespeople can become very persuasive, since they give an identical sales presentation to so many different people.
C) salespeople can rely on puffery.
D) salespeople can change their message if they find their customers losing interest.
E) All of the answers are correct.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

47) To promote its products, Valerie's firm has always depended exclusively on advertising in the local newspaper and occasional direct mail programs. Valerie suggests using integrated marketing communications because

47) _____

A) no single communication vehicle is free of weaknesses.
B) it would reduce their advertising costs.
C) a sustainable competitive advantage can only be derived from alternative advertising.
D) it will lengthen their channels of distribution.
E) it will serve as a competitive intelligence tool.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

48) Compared with team selling, salespeople who work alone

48) _____

A) have higher job satisfaction.
B) have higher levels of emotional intelligence.
C) spend more than 90 percent of their time in internal selling.
D) have higher levels of confidence and optimism.
E) have higher turnover intentions.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

49) When All-Star Productions Incorporated releases a new movie, it usually advertises on television, gives out sales promotion items at fast-food restaurants, creates a website for the movie, holds special showings, and encourages people to talk about the movie. This coordination of all the efforts is called

49) _____

A) generative marketing.
B) tactical marketing.
C) integrated marketing communications.
D) the marketing concept.
E) relationship marketing.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

50) Which of the following statements is true about a salesperson's job?

50) _____

A) Salespeople spend over 80 percent of their time in face-to-face meetings with customers.
B) Most of the selling done by salespeople today is done over the telephone.
C) Salespeople's responsibilities end when a customer places an order.
D) Salespeople work with other people in their companies to ensure that customer queries are resolved on time.
E) None of the answers is correct.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

51) Which of the following is true of sales in today's world?

51) _____

A) Many buyers now are buying from the lowest-cost suppliers.
B) Buyers are demanding 24/7 service.
C) Many buyers now are building competitive advantages by maintaining a distant relationship with their suppliers.
D) The salesperson's job ends as soon as the customer places an order.
E) All of the answers are correct.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

52) After making two major sales calls, Jennifer spent time in her hotel room submitting information about the calls over the Internet to her company. Jennifer was providing information to her firm's

52) _____

A) distribution channel efficacy system.
B) customer relationship management system.
C) business simulation system.
D) NAICS control center system.
E) situational management system.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

53) The set of people and organizations responsible for the flow of products and services from the producer to the ultimate consumer is called a firm's

53) _____

A) selling function.
B) advertising force.
C) marketing organization.
D) distribution channel.
E) sales team.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

54) Vincent is the sales manager of his company, which manufactures aluminum and alloys. He contacts different spacecraft manufacturers and aviation companies that use these raw materials and sells them his company's products. This enables him to eliminate all levels of middlemen in his sales. Which of the following statements is most likely true about this scenario?

54) _____

A) Vincent is a missionary sales agent.
B) Vincent is a retailer.
C) The manufacturing company uses word-of-mouth marketing.
D) The manufacturing company has monopoly over other companies.
E) Vincent is using a direct channel of distribution.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

55) _____ sell to firms that resell the products rather than using them within the firm.

55) _____

A) Missionary salespeople
B) Trade salespeople
C) Sales engineers
D) Manufacturers' agents
E) Retail salespeople

Selling Building Partnerships 11th edition Castleberry Test Bank

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

56) _____ sell products made by a number of manufacturers to businesses.

56) _____

A) Distributor salespeople
B) Sales engineers
C) Inside salespeople
D) Manufacturers' agents
E) Retail salespeople

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

57) Jamal works for an automobile manufacturer. He explains the functionality of high-end automobiles to customers in simple terms and helps them resolve any problems they may have. Jamal directly interacts with customers and generally travels to them. By facilitating conversations for such technologically advanced products, he aids the sales process. Which of the following terms *best* describes Jamal's role?

57) _____

A) distributor salesperson
B) sales engineer
C) inside salesperson
D) manufacturers' agent
E) retail salesperson

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

58) _____ work for a manufacturer and promote the manufacturer's products to other firms that buy the products from distributors or other manufacturers, not directly from the salesperson's firm.

58) _____

A) Distributor reps
B) Industrial salespeople
C) Missionary salespeople
D) Trade partners
E) Retail salespeople

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

59) Laura works for Seminole Textiles. As part of her job, she calls on upholsterers, towel and sheet manufacturers, and other customers of the Seminole distributors to encourage them to use more Seminole products that they would order from their distributor, not directly from Seminole. Laura is a

59) _____

Selling Building Partnerships 11th edition Castleberry Test Bank

A) distributor rep.
B) trade salesperson.
C) missionary salesperson.
D) trade partner.
E) retail salesperson.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

60) Missionary salespeople

60) _____

A) work for retailers.
B) are an essential part of consumer products' distribution channel.
C) frequently call on people who influence a buying decision but who do not actually place the order.
D) never directly contact consumers.
E) do not have any role to play in the business-to-business model.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

61) Manufacturers' Representatives Incorporated (MRI) is an independent company that employs sales representatives to sell the products of many different producers. MRI's sales reps sell these products to wholesalers and retailers. MRI receives a commission from the producers for the products it sells. MRI is an example of a

61) _____

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A) manufacturers' agent.
B) selling agent.
C) missionary sales agency.
D) partnership selling strategy.
E) production agent.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

62) The difference between a distributor and a manufacturers' agent is that a manufacturers' agent

62) _____

A) never owns the product.
B) does not receive a commission for the services provided.
C) does not work for more than one manufacturer.
D) does not transmit the sales order to the manufacturer.
E) never sells a service.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

63) Manufacturers' agents

63) _____

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A) actually take ownership of the products they sell.
B) are independent businesspeople.
C) are paid a monthly fee for their services.
D) typically call on people who may influence a sale and not those who actually place the order.
E) All of the answers are correct.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

64) Which of the following statements is true of the sales job continuum?

64) _____

A) Sales jobs focused on taking orders require a much higher level of skill and creativity than headquarters selling.
B) Salespeople responsible for existing customers emphasize selling products over servicing and relationship building.
C) Sales jobs involving important decisions often require salespeople to interact with several people involved in the purchase decision.
D) Inside salespeople spend most of their time in the customer's place of business, communicating face-to-face with the customer.
E) Tangible benefits are generally harder to sell than intangible benefits and require greater involvement on the salesperson's part.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

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65) In the context of tangible benefits, which of the following products is easier to sell than the others?

65) _____

A) investment products
B) computer software
C) toy cars
D) music on mobile applications
E) insurance products

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

66) Robert works long hours in his firm, making calls to household consumers. Unlike other salespeople in his team, he is not required to visit customers' residences to sell products. He also handles the customer grievance helpline of his firm. Which of the following statements is true about Robert?

66) _____

A) Robert is an expert in field sales.
B) Robert is a distributor salesperson.
C) Robert is a manufacturers' agent.
D) Robert is a missionary salesperson.
E) Robert is an inside salesperson.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

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67) Identify the situation in which the creativity level of a salesperson is low.

67) _____

A) when customer participation in decision-making is high
B) when new solutions are to be provided to customers
C) when services rather than products are to be sold to customers
D) when goods are to be sold to an existing customer
E) when products sold to customers are intangible

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

68) Which of the following is true of inside salespeople?

68) _____

A) They spend considerable time in the customer's place of business.
B) They communicate with the customer face-to-face.
C) They are very involved in problem-solving with customers.
D) They typically communicate with customers by telephone or computer.
E) None of the answers is correct.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

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69) Jennifer and Selena are employed by their firm to sell its products. Jennifer is required to go to the customer's residence and demonstrate the features and benefits of the products, whereas Selena is required to conduct sales by calling existing customers. Which of the following statements is most likely true about the scenario?

69) _____

A) Jennifer is a field salesperson.
B) Selena will be required to be more creative than Jennifer in selling the firm's product.
C) Selena has better communication skills than Jennifer.
D) Jennifer is more agile than Selena.
E) Selena is a manufacturers' agent.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

70) Which of the following products would most likely be the hardest for a new salesperson to sell?

70) _____

A) laptops for students
B) horse trailers
C) management consulting services
D) office supplies to existing customers
E) restaurant tablecloths

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

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71) Vincent spends very little time explaining the features of a product to a customer. His colleagues state that salespeople need to be creative to generate sales. Vincent says that he is not required to be creative because of the type of customers he is required to handle. Which of the following strengthens Vincent's belief?

71) _____

A) Vincent is selling to existing customers.
B) Vincent's customers are field customers.
C) Vincent is a senior salesperson.
D) Vincent is selling a service.
E) Vincent is selling a tangible product to new customers.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

72) George is a new salesperson in his firm. He is assigned to attract new buyers by visiting their homes and demonstrating the features of the firm's products. Though he is insensitive and rude to most people, he is valued by his management because he is able to generate new ideas and tactics that retain existing customers. His ability to innovate has helped improve his performance at his firm. Which of the following statements is true about George?

72) _____

A) George is an inside salesperson.
B) George has a high level of emotional intelligence.
C) George relies on team selling rather than selling alone.
D) George is a creative salesperson.
E) George specializes in internal selling.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 3 Hard
Accessibility : Screen Reader Compatible
Gradable : automatic

73) _____ is the ability to effectively understand and use one's own feelings and the feelings of people with whom one interacts.

73) _____

A) Emotional intelligence
B) Adaptive learning
C) Environmental awareness
D) Generative learning
E) Behavioral intelligence

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

74) When LeAnn called on a long-time customer, she realized that the man was upset about the loss of his pet and took the time to listen to his problem. She was able to sympathize with the customer's recent loss of a pet by using her

74) _____

A) emotional intelligence.
B) adaptive learning.
C) environmental awareness.
D) generative learning.
E) behavioral intelligence.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

75) _____ is the trait of having imagination and inventiveness and using them to come up with new solutions and ideas.

75) _____

A) Emotional intelligence
B) Agility
C) Creativity
D) Optimism
E) Empathy

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Accessibility : Screen Reader Compatible
Gradable : automatic

76) Most of the skills required to be a successful salesperson

76) _____

A) are associated with intellectual achievement.
B) can be learned.
C) are the focus of six sigma selling programs.
D) create a value proposition.
E) are skills that people are born with and cannot be learned.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Accessibility : Screen Reader Compatible
Gradable : automatic

77) A person who _____ would probably find a career in sales attractive.

77) _____

A) wants a nine-to-five job
B) wants to work in an office
C) is not motivated by financial rewards
D) likes independence and is willing to take responsibility
E) does not like to take responsibility

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

78) Salespeople are like entrepreneurs because

78) _____

A) they do not have to invest in themselves.
B) integrated marketing communications eliminate investment risks.
C) manufacturers trust salespeople to be corporate-centric.
D) of the unusual freedom and flexibility in doing their jobs.
E) they have to spend a lot of time in a structured work environment.

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

79) Which of the following is usually the first step in the selling process of a product?

79) _____

A) planning for the sales call
B) explaining the benefits of the product to customers
C) searching for prospective customers
D) building partnering relationships with customers after the completion of a sale
E) calculating the customer lifetime value of customers

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

80) Which of the following is usually the last step in the selling process of a product?

80) _____

A) making the sales call
B) demonstrating the various features and benefits of the product to customers
C) obtaining commitment from customers to purchase the product
D) building partnering relationships with customers after the completion of a sale
E) prospecting for new customers

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-05 What are the rewards of a selling career?
Accessibility : Screen Reader Compatible
Gradable : automatic

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

81) What is customer lifetime value?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Gradable : manual
Accessibility : Screen Reader Compatible

82) Relative to advertising, what is the major advantage and disadvantage of personal selling?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Gradable : manual
Accessibility : Screen Reader Compatible

83) Relative to publicity, what are the major advantages and disadvantages of personal selling?

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Gradable : manual
Accessibility : Screen Reader Compatible

84) On average, salespeople spend less than 50 percent of their time on face-to-face meetings with customers and prospects. What are they doing with the rest of their time?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Gradable : manual
Accessibility : Screen Reader Compatible

85) What are six sigma selling programs?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-03 What is the role of personal selling in a firm?
Gradable : manual
Accessibility : Screen Reader Compatible

86) What do distributor salespeople do?

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Gradable : manual
Accessibility : Screen Reader Compatible

87) Who are manufacturers' agents?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Gradable : manual
Accessibility : Screen Reader Compatible

88) How does the type of benefits provided by products and services affect the nature of the sales job?

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

89) What sales situations require high creativity?

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Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Gradable : manual
Accessibility : Screen Reader Compatible

90) Describe the personality profile of the ideal salesperson.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Gradable : manual
Accessibility : Screen Reader Compatible

ESSAY. Write your answer in the space provided or on a separate sheet of paper.
91) How is being customer-centric different from the stereotypical image of salespeople?

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

92) How is value measured for a seller and for a buyer?

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Why should you learn about selling even if you do not plan to be a salespe
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

93) Compare personal selling with other marketing communication methods in terms of control, flexibility, credibility, and cost.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

94) Why do companies spend money on personal selling when there are so many less-expensive alternatives?

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

95) Why do many organizations use integrated marketing communications?

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

96) What type of people would most likely be interested in selling?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 2 Medium
Learning Objective : 01-05 What are the rewards of a selling career?
Gradable : manual
Accessibility : Screen Reader Compatible

97) What is the role of a salesperson as an information provider?

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 What is the role of personal selling in a firm?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

98) What six factors are used to describe sales jobs?

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Gradable : manual
Accessibility : Screen Reader Compatible

99) How do field salespeople differ from inside salespeople?

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 What are the different types of salespeople?
Difficulty : 2 Medium
Gradable : manual
Accessibility : Screen Reader Compatible

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100) List the four aspects of emotional intelligence.

Question Details
Accessibility : Keyboard Navigation
Difficulty : 1 Easy
Learning Objective : 01-04 What are the different types of salespeople?
Gradable : manual
Accessibility : Screen Reader Compatible

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Selling Building Partnerships 11th Edition by Castleberry CH01
Answer Key

Test name: CH01

1) FALSE
2) TRUE
3) FALSE
4) FALSE
5) FALSE
6) FALSE
7) FALSE
8) FALSE
9) TRUE
10) FALSE
11) FALSE
12) TRUE
13) TRUE
14) FALSE
15) TRUE
16) TRUE
17) TRUE
18) TRUE
19) TRUE
20) FALSE
21) FALSE
22) TRUE
23) FALSE
24) TRUE
25) FALSE

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26) TRUE
27) FALSE
28) TRUE
29) TRUE
30) FALSE
31) A
32) E
33) D
34) D
35) B
36) D
37) E
38) B
39) C
40) C
41) E
42) E
43) B
44) A
45) B
46) D
47) A
48) E
49) C
50) D
51) B
52) B
53) D
54) E
55) B

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56) A
57) B
58) C
59) C
60) C
61) A
62) A
63) B
64) C
65) C
66) E
67) D
68) D
69) A
70) C
71) A
72) D
73) A
74) A
75) C
76) B
77) D
78) D
79) C
80) D
81) The estimated value of a customer over the lifetime of the relationship with the company is often referred to as customer lifetime value. Selling firms determine which strategy to use for each customer based on such factors as customer lifetime value.

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82) Relative to advertising, the major advantage of personal selling is that it provides high flexibility. The major disadvantage of personal selling is that it is more costly than advertising.

83) Greater control and flexibility are the major advantages of personal selling over publicity. Compared with publicity, lower credibility and higher costs are the major disadvantages of personal selling.

84) Salespeople spend more than 50 percent of their time in meetings, working with support people in their companies (internal selling), servicing customers, traveling, waiting for a sales interview, and doing paperwork.

85) Six sigma selling programs are designed to reduce errors introduced by the selling system of a firm to practically zero. This becomes increasingly important when one realizes how much companies are buying from salespeople.

86) Distributor salespeople sell products made by a number of manufacturers to businesses. For example, some Intel salespeople sell microprocessors to distributors such as Arrow Electronics, and Arrow salespeople then resell the microprocessors and other electronic components to customers such as Google.

87) Manufacturers' agents are independent businesspeople who are paid a commission by a manufacturer for all products or services sold. They do not own the products they sell. They sell products and take orders, which are transmitted to the manufacturer.

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88) Products such as chemicals and trucks typically have tangible benefits: Customers can objectively measure a chemical's purity and a truck's payload. The benefits of services, such as business insurance or investment opportunities, are more intangible: Customers cannot easily measure the riskiness of an investment. Intangible benefits are harder to sell than tangible benefits. It is much easier to show a customer the payload of a truck than the benefits of carrying insurance.

89) Situations that require high creativity include selling to new customers, creating new solutions, purchase decisions of high importance, field selling, selling services, and situations where the salesperson has a significant role in securing customer commitment.

90) There is no ideal profile, but successful salespeople are hard workers and smart workers. They are self-motivated, dependable, ethical, knowledgeable, good communicators, flexible, creative, confident, and emotionally intelligent. They also have good analytical skills and aren't afraid of technology.

91) Being customer-centric means making the customer the center of everything the selling firm does. The stereotypical image of salespeople is one of fast-talking, nonlistening, pushy people whose major concern is getting the sale.

92) For a seller, value or profit would be the selling price minus the cost of goods sold and the selling costs. For a buyer, value would be calculated as the benefit received minus the selling price and costs and hassles of buying, or time and effort involved in the purchase.

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93) Personal selling provides greater control and flexibility than advertising, publicity, or word of mouth. It has less credibility than publicity or word-of-mouth communication. Personal selling is the most costly method of communication.

94) The higher cost of personal selling is justified by its greater effectiveness. Personal selling works better than any other communication vehicle. Other methods, like advertising, can't be tailored as easily or quickly to each individual.

95) Organizations use integrated marketing communications (IMC) because each communication vehicle has some strength or weakness. IMC allows organizations to coordinate the use of various vehicles to maximize the impact of the total program on customers.

96) Many people do not want to spend long hours behind a desk, doing the same thing every day. They prefer to be outside, moving around, meeting people, and working on various problems. Selling ideally suits people with these interests. The typical salesperson interacts with dozens of people daily, and most of these contacts involve challenging new experiences.

97) In their reporting activities, salespeople provide information to their firms about expenses, calls made, future calls scheduled, sales forecasts, competitor activities, business conditions, and unsatisfied customer needs.

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98) Descriptions of sales jobs often focus on the following:

1. The stage of the buyer–seller relationship
2. The salesperson's role
3. The importance of the customer's purchase decision
4. The location of salesperson–customer contact
5. The nature of the offering sold by the salesperson
6. The salesperson's role in securing customer commitment

99) Field salespeople spend considerable time in the customer's place of business, communicating with the customer face-to-face. Inside salespeople work at their employer's location and typically communicate with customers by telephone or computer. Field selling typically is more demanding than inside selling because the former entails more intense interactions with customers. Field salespeople are more involved in problem-solving with customers, whereas inside salespeople often respond to customer-initiated requests.

100) Following are the four aspects of emotional intelligence: (1) knowing one's own feelings and emotions as they are experienced, (2) controlling one's emotions to avoid acting impulsively, (3) recognizing customers' emotions, and (4) using one's emotions to interact effectively with customers.

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