Professional Selling 1st edition Hunt Test Bank

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Professional Selling 1st Edition by Hunt 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) Relationship selling is the two-way flow of communication between a buyer and a seller, paid for by the seller and seeking to influence the buyer's purchase decisions.

1) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Relationship Selling
Accessibility : Keyboard Navigation

2) The promotion mix consists of four main elements of marketing communication: advertising, sales promotion, personal selling, and public relations.

2) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Personal Selling and the Promotion Mix
Accessibility : Keyboard Navigation

3) According to a recent report from U.S. Bureau of Labor Statistics (BLS), each day one in fifteen Americans earn their living trying to convince others to make purchases.

3) _____

- ◎ true
- ◎ false

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Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Difficulty : 2 Medium
Topic : Impact of Digital Technology on Personal Selling
Accessibility : Keyboard Navigation

4) Customer relationship management (CRM) is a technology for managing all of a company's relationships and interactions with customers and potential customers.

4) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Customer Relationship Management
Accessibility : Keyboard Navigation

5) Most firms today can still survive by relying on profits generated from one-time transactional sales.

5) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

6) Nonprofit organizations generally are organized to further a social cause or advocate for a point of view. As such, they have little need for personal selling.

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6) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Personal Selling and Nonprofit Organizations
Accessibility : Keyboard Navigation

7) Personal selling also is often the most important decision factor in the large, complex sales that are common in business-to-business (B2B) settings.

7) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

8) Customer relationship management (CRM) focuses on the net present value of a customer's business over the span of its expected relationship with the selling organization.

8) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

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9) Personal selling is almost always the most cost-effective element of the promotion mix.

9) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

10) Since it costs about the same to acquire new customers as it does to retain existing ones, many firms are now emphasizing the importance of customer lifetime value.

10) _____

- ◎ true
- ◎ false

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Difficulty : 3 Hard
Accessibility : Keyboard Navigation

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

11) A two-way flow of seller-paid for communication between a buyer and a seller that is intended to influence a buyer's purchase decision is often referred to as

11) _____

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A) personal selling.
B) customer relationship management.
C) sales promotion.
D) advertising.
E) public relations.

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Personal Selling and the Promotion Mix
Accessibility : Keyboard Navigation

12) Which of the following scenarios is *not* a form of personal selling?

12) _____

A) All of these answers are examples of personal selling activities
B) a fundraising officer at your university asking a donor to permanently endow a scholarship
C) a theater employee inquiring whether a moviegoer whether they'd like the large bucket of popcorn for a dollar more
D) a waiter providing details about the daily chef specials to restaurant diners.
E) None of these answers are examples of personal selling activities.

Question Details
AACSB : Analytical Thinking
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Personal Selling and the Promotion Mix
Difficulty : 2 Medium
Bloom's : Apply
Accessibility : Keyboard Navigation

13) Which of the following marketing communication channels is *not*recognized as an element of the promotion mix?

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13) _____

A) social media
B) advertising
C) personal selling
D) sales promotion
E) public relations

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Personal Selling and the Promotion Mix
Accessibility : Keyboard Navigation

14) Which of the following dimensions distinguishes personal selling from traditional advertising?

14) _____

A) The flow of communication is bidirectional.
B) Communication is paid for by the buyer.
C) Communication that is intended to influence buyer awareness.
D) Communication that is intended to influence buyer attitudes.
E) None of these answers are correct.

Question Details
AACSB : Analytical Thinking
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Personal Selling and the Promotion Mix
Difficulty : 2 Medium
Bloom's : Understand
Accessibility : Keyboard Navigation

15) According to the Marketing Science Institute, firms on average receive around a _____ percent return on investment for sales-related expenditures.

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15) _____

A) 30
B) 100
C) 50
D) 10
E) −10

Question Details
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
AACSB : Reflective Thinking
Difficulty : 2 Medium
Bloom's : Understand
Topic : Advantages of Personal Selling
Accessibility : Keyboard Navigation

16) A key advantage of personal selling relative to other promotion mix elements is that it enables the selling firm to

16) _____

A) All of these answers are correct.
B) adapt their marketing communication based on a buyer's nonverbal behaviors.
C) gain key market insights based on customer's feedback, objections, and concerns.
D) develop more detailed and customized solutions.
E) adapt their marketing communication based on direct verbal customer feedback.

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Advantages of Personal Selling
Accessibility : Keyboard Navigation

17) _____ selling is a sales approach that involves building and maintaining customer trust over a long period of time.

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17) _____

A) Relationship
B) Values-based
C) Customer-oriented
D) Transactional
E) SPIN

Question Details
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
AACSB : Reflective Thinking
Difficulty : 2 Medium
Bloom's : Understand
Topic : Advantages of Personal Selling
Accessibility : Keyboard Navigation

18) Since it is much more costly to acquire new customers than to retain existing ones, many firms are now emphasizing the importance of

18) _____

A) customer lifetime value.
B) increasing the volume of sales transactions.
C) closing deals more quickly.
D) focusing on bigger deals.

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

19) Which of the following is *not* a feature that characterizes a major difference between most B2B and B2C sales?

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19) _____

A) steps in the sales process
B) length of time required to complete
C) financial magnitude of the deal
D) the number of individuals involved in the decision

Question Details
Bloom's : Remember
AACSB : Reflective Thinking
Difficulty : 2 Medium
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

20) Personal selling is more effective than other promotion mix elements when the good or service is

20) _____

A) customizable.
B) frequently purchased.
C) low involvement.
D) widely adopted.
E) low-priced.

Question Details
AACSB : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Bloom's : Understand
Accessibility : Keyboard Navigation

21) _____ is the practice of generating insights from sales data, trends, and metrics.

21) _____

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A) Sales analytics
B) Customer relationship management
C) Sales management
D) CLV
E) Sales engineering

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Sales Analytics
Accessibility : Keyboard Navigation

22) Ella uses specialized software produced by a company called Saleforce to help her manage relationships and interactions with her customers and potential customers. Salesforce is a type of _____ system.

22) _____

A) CRM
B) ERP
C) AIDA
D) UPS
E) SPIN

Question Details
AACSB : Reflective Thinking
Difficulty : 2 Medium
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Bloom's : Apply
Topic : Customer Relationship Management
Accessibility : Keyboard Navigation

23) According to data from the U.S. Bureau of Labor Statistics (BLS), sales remains the _____ largest occupational category.

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23) _____

A) second
B) first
C) third
D) fourth
E) fifth

Question Details
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
AACSB : Reflective Thinking
Difficulty : 2 Medium
Bloom's : Understand
Topic : Impact of Digital Technology on Personal Selling
Accessibility : Keyboard Navigation

24) According to data from the U.S. Bureau of Labor Statistics (BLS), one out of every _____ Americans work in a sales capacity.

24) _____

A) nine
B) three
C) five
D) eight
E) fifteen

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Difficulty : 2 Medium
Topic : Impact of Digital Technology on Personal Selling
Accessibility : Keyboard Navigation

25) _____ selling is the process of developing, nurturing, and leveraging relationships online to sell products or services.

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25) _____

A) Social
B) Consultative
C) Relationship
D) SPIN
E) Digital

Question Details
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
AACSB : Reflective Thinking
Difficulty : 2 Medium
Bloom's : Understand
Accessibility : Keyboard Navigation

26) Which of the following would *not* be described as a social selling activity?

26) _____

A) soliciting referrals
B) sharing relevant content with prospects
C) personal branding
D) social listening
E) interacting directly with prospects

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
Accessibility : Keyboard Navigation

27) Erica has set up a Google Alert using a set of keywords and topics that help her monitor digital channels for direct mentions of her firm's brand as well as for key topics and events that are relevant to her buyers. Erica is engaged in activities that are associated with the concept of

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27) _____

A) social listening.
B) nonsales selling.
C) digital monitoring.
D) corporate espionage.
E) consultative selling.

Question Details
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
AACSB : Reflective Thinking
Difficulty : 3 Hard
Bloom's : Apply
Accessibility : Keyboard Navigation

28) _____ perform selling activities at the employer's location, typically using email and the telephone.

28) _____

A) Inside salespeople
B) Sales analysts
C) Sales engineers
D) Account representatives
E) Order-takers

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

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29) Joseph works for a wholesale organization and is responsible for selling fresh produce and other agricultural products to regional grocery chains. His sales processes rely heavily on building strong relationships with organizational buyers and establishing long-term contracts with the chains. Based on this description, Joseph is most likely a(n)

29) _____

A) field sales representative.
B) order-taker salesperson.
C) new-business salesperson.
D) inside salesperson.
E) district sales manager.

Question Details
Difficulty : 3 Hard
AACSB : Knowledge Application
Bloom's : Apply
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

30) Landing a position as a(n) _____ in a high-tech firm usually requires an educational background in a technical field like engineering, computer science, or physics.

30) _____

A) sales engineer
B) sales manager
C) field sales representative
D) sales analyst
E) inside salesperson

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Question Details
Difficulty : 2 Medium
Bloom's : Understand
AACSB : Knowledge Application
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

31) Erin is responsible for creating both standardized and ad hoc reports for the VP of Global Sales. Her position is designed to help sales management utilize existing customer data to create added opportunities and create more accurate forecasts of future sales in each of the vertical and regional markets the firm serves. Erin would best be described as a(n)

31) _____

A) sales analyst.
B) sales engineer.
C) inside sales representative.
D) key account executive.
E) new-business sales support person.

Question Details
AACSB : Analytical Thinking
Difficulty : 3 Hard
Bloom's : Apply
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

32) Research has shown that establishing a strong _____ climate within a sales organization contributes significantly to building long-term customer relationships and financial profitability.

32) _____

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A) ethical
B) safety
C) customer
D) employee
E) diversity

Question Details
AACSB : Analytical Thinking
Difficulty : 2 Medium
Bloom's : Understand
Learning Objective : 1-5 Describe ethical issues in personal selling.
Topic : Sales Ethics
Accessibility : Keyboard Navigation

33) One recent study found that more than _____ percent of sales and marketing managers believe their salespeople have lied on a sales call.

33) _____

A) 50
B) 10
C) 25
D) 75
E) 90

Question Details
Bloom's : Remember
Difficulty : 2 Medium
AACSB : Ethics
Learning Objective : 1-5 Describe ethical issues in personal selling.
Topic : Sales Ethics
Accessibility : Keyboard Navigation

34) Jeff encourages his sales reps to use high-pressure tactics. He regularly berates them for not pushing a certain high-margin product, even when the rep knows it is not a good match for the prospect's needs. By doing these things, Jeff is creating significant _____ dilemmas for his employees.

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34) _____

A) ethical
B) legal
C) financial
D) cognitive
E) emotional

Question Details
Bloom's : Remember
Difficulty : 2 Medium
AACSB : Ethics
Learning Objective : 1-5 Describe ethical issues in personal selling.
Topic : Sales Ethics
Accessibility : Keyboard Navigation

35) Ethical concerns are highlighted in sales contexts, since personal selling efforts

35) _____

A) involve one-on-one buyer-seller interactions.
B) attempt to influence buyer purchase decisions.
C) are paid for by the seller.
D) are inherently dishonest.
E) None of these answers are correct.

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-5 Describe ethical issues in personal selling.
Topic : Sales Ethics
Accessibility : Keyboard Navigation

36) According to the text, _____ is at the core of all modern selling strategies.

36) _____

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A) relationship selling
B) ethics
C) customer relationship management (CRM)
D) customer lifetime value (CLV)
E) sales analytics

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Topic : Advantages of Personal Selling
Accessibility : Keyboard Navigation

37) A(n) _____ system enables the salesperson to see everything in one place—a customer′s previous history with the firm, the status of their orders, any outstanding customer service issues, and more.

37) _____

A) CRM
B) ERP
C) SWOT
D) CPS
E) MDS

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Accessibility : Keyboard Navigation

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38) Pitney Bowes, a global technology company, was one of the first companies to adopt a sales strategy that encouraged salespeople to proactively create and share content with prospects and customers over B2B networking sites, such as LinkedIn. Pitney Bowes is considered a pioneer and leader in the area of

38) _____

A) social selling.
B) relationship selling.
C) consultative selling.
D) SPIN selling.
E) customer relationship management.

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
Accessibility : Keyboard Navigation

39) Which of the following people is *not* involved in personal selling?

39) _____

A) Evan, who is the director of advertising at a cosmetics company
B) Chloe, who works at the perfume counter at Nordstrom, an upscale department store
C) Hannah, who sells course management systems to college administrators
D) Noah, who is a barista at a busy Starbucks in a mall
E) Sebastian, who comes to your house to describe the landscaping services that his company offers

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Question Details
AACSB : Analytical Thinking
Learning Objective : 1-1 Describe the importance, challenges, and unique advantages of personal selli
Difficulty : 3 Hard
Bloom's : Apply
Accessibility : Keyboard Navigation
Topic : Personal Selling

40) Mateo has graduated from college and wants to pursue a career in sales. Because he wants to earn a lot of money, he wants to sell a product for which personal selling makes a strong difference in getting the sale. Based on this criterion, which of the following five job offers should he accept?

40) _____

A) A job selling an extremely expensive and highly complicated missile defense system
B) A job selling simple government Treasury bonds with a 1% yield
C) A job selling a publisher's books to bookstores in a specific region
D) A job selling SUVs at a local car dealership
E) A job selling common ingredients, such as eggs and cheese, to restaurant chains

Question Details
AACSB : Analytical Thinking
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Difficulty : 3 Hard
Bloom's : Apply
Accessibility : Keyboard Navigation
Topic : Factors That Influence the Use of Personal Selling

41) A group of college friends all graduate at the same time, and all five take jobs that involve selling. Natalie sells sophisticated film-editing software to Hollywood filmmakers by visiting their studios in person. Samira uses social media platforms, such as Twitter and LinkedIn, to sell home-security devices, such as security cameras and high-tech doorbells. Juan sells printing services to publishers. Omar sells iPhones, iPads, and other Apple products at a local Apple Store. Aiden sells contemporary office furnishings, such as desks and chairs, to small- and medium-sized companies that want an open floor plan for their office. Which of the friends is engaged in social selling?

41) _____

Professional Selling 1st edition Hunt Test Bank

A) Samira
B) Natalie
C) Juan
D) Omar
E) Aiden

Question Details
AACSB : Analytical Thinking
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
Difficulty : 3 Hard
Bloom's : Apply
Accessibility : Keyboard Navigation

42) Which of the following salespeople is engaging in unethical behavior on the job?

42) _____

A) Brooklyn, who slightly exaggerates the health benefits of the vitamins and supplements that she sells
B) Samuel, who tries to balance his customers' needs with his company's desire to earn a profit
C) Jack, who works in a highly regulated industry and tries to get the best possible publicity for his company
D) Wei, who uses social media, such as LinkedIn, to reach out directly to potential customers
E) Fatima, who sells art supplies at fairly high prices to local elementary, middle, and high schools

Question Details
AACSB : Analytical Thinking
Difficulty : 3 Hard
Bloom's : Apply
Learning Objective : 1-5 Describe ethical issues in personal selling.
Accessibility : Keyboard Navigation
Topic : Ethics in Selling

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43) Skylar was offered a job at IBM because the hiring manager was impressed by her ability to speak comfortably with strangers. She now sells mainframe solutions to companies with extremely complicated logistical needs, such as airlines (for scheduling flights) and trucking companies (for scheduling deliveries). Which of the following behaviors will *not* help Skylar succeed at her sales job?

43) _____

A) Because Skylar is so organized, she plans everything she will say in advance, and she focuses on what she will say next while a potential customer is speaking to her.

B) To convey the sense that she is really listening to her client's needs and problems, Skylar likes to stay silent when the customer is speaking.

C) Because Skylar understands the value of her time, she does not pursue clients who say that they do not have the budget or the willingness to purchase a new mainframe computer right now.

D) Because Skylar pays close attention to detail, she creates sales presentations that address customers' specific questions in detail.

E) After listening to potential customers outline the problems that they need to fix, Skylar prepares a sales proposal that clearly shows how a new IBM mainframe will address and solve the clients' problems.

Question Details
AACSB : Analytical Thinking
Difficulty : 3 Hard
Bloom's : Apply
Accessibility : Keyboard Navigation
Learning Objective : 1-6 Describe the foundational skills necessary for sales success.
Topic : Required Skills for Salespeople

FILL IN THE BLANK. Write the word or phrase that best completes each statement or answers the question.

44) Sales _____ is the practice of generating insights from sales data, trends, and metrics to set targets and forecast future sales performance.

44) _____

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Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Sales Analytics
Accessibility : Keyboard Navigation

45) Social _____ involves monitoring of your brand's social media channels for any customer feedback and direct mentions of your brand or discussions regarding specific keywords, topics, competitors, or industries, followed by an analysis to gain insights and act on those opportunities.

45) _____

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
Difficulty : 2 Medium
Accessibility : Keyboard Navigation

46) _____ are moral standards expected by a society—and they are an essential element in a successful sales career.

46) _____

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-5 Describe ethical issues in personal selling.
Topic : Sales Ethics
Accessibility : Keyboard Navigation

47) _____ sales representatives are those who perform selling activities at the employer's location, typically using email and the telephone.

47) _____

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Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 2 Medium
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

48) _____ is a sales approach that develops, nurtures, and leverages relationships online to sell products or services.

48) _____

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 1-3 Describe the impact of digital technology and social selling on personal sel
Topic : Social Selling
Accessibility : Keyboard Navigation

49) _____ have oversight of selling efforts at varying levels of the organizational hierarchy.

49) _____

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 1 Easy
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

50) _____ sales representatives typically work for B2B and wholesale organizations whose sales processes rely on relationship-building and long-term contracts.

50) _____

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Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 2 Medium
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

51) Sales _____ commonly interact with counterparts within the customer's buying center to address technical question and issues that arise over the course of the entire sales process.

51) _____

Question Details
AACSB : Analytical Thinking
Bloom's : Remember
Difficulty : 2 Medium
Topic : Types of Sales Positions
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Accessibility : Keyboard Navigation

ESSAY. Write your answer in the space provided or on a separate sheet of paper.
52) What are some of the factors that make sales positions an attractive career option for new graduates?

Question Details
AACSB : Analytical Thinking
Difficulty : 2 Medium
Bloom's : Understand
Learning Objective : 1-4 Explain the appeal of sales as a career and the different types of sales pos
Topic : Sales Careers
Accessibility : Keyboard Navigation

53) What are some of the contexts under which personal selling is usually much more effective than the other elements of the promotion mix?

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Question Details
AACSB : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Bloom's : Understand
Accessibility : Keyboard Navigation

54) The text authors argue that whether or not you currently intend to work in sales, understanding of personal selling processes and the development of sales skills can help you achieve success in whatever field you do choose. Why do they say this?

Question Details
AACSB : Analytical Thinking
Difficulty : 2 Medium
Bloom's : Understand
Learning Objective : 1-6 Describe the foundational skills necessary for sale success.
Topic : Team Selling
Accessibility : Keyboard Navigation

55) Relative to other promotion mix elements, such as advertising, what are some of the main advantages of personal selling?

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Professional Selling 1st Edition by Hunt CH01

Question Details
AACSB : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 1-2 Explain the strategic role of personal selling and sales analytics in modern
Topic : Strategic Role of Personal Selling
Bloom's : Understand
Accessibility : Keyboard Navigation

Professional Selling 1st edition Hunt Test Bank

Professional Selling 1st Edition by Hunt CH01

Answer Key

Test name: CH01

1) FALSE
Personal selling is characterized by bidirectional, seller-paid communication aimed at influencing purchase decisions, not relationship selling.

2) TRUE
Personal selling is part of the promotion mix along with sales promotion, advertising, and public relations.

3) FALSE
The statistic is one in nine Americans are categorized in sales occupations.

4) TRUE
CRM provides a one stop shop for sales and marketing personnel to review customer interactions with a firm.

5) FALSE
Increasingly, firms are recognizing that it is more profitable to retain and grow existing customer relationships.

6) FALSE
Many NPOs rely on sales personnel to secure resources, such as donor funding and volunteers.

7) TRUE
The larger, more complex selling environment in B2B is conducive to personal selling efforts, relative to other elements of the promotion mix.

8) FALSE

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Customer lifetime value (CLV focuses on the NPV of a customer's business over its lifetime.

9) FALSE
There are many contexts in which personal selling is not the appropriate promotional tool.

10) FALSE
It is much less costly to retain existing customers than acquire new ones; this is what is motivating firms to emphasize CLV.

11) A
Personal selling is distinguished from other forms of promotion by three characteristics: bidirectional communication, seller paid, attempts to influence buyer decision making.

12) A
Each meets the criteria in the definition of personal selling: (a) two-way communication, (b) paid for by seller, (c) intended to influence a buyer's purchase decision.

13) A
Social media is not part of the promotion mix.

14) A
Two-way flow of communication between buyer and seller is only item listed that distinguishes personal selling from the other promotion mix elements.

15) A
According to MSI, firms make an extra $30 for every $100 increase in sales related expenditures.

16) A

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Each of the items relate to advantages of personal selling relative to other promotion mix elements.

17) A
Relational sales approaches emphasize the importance of trust to establishing and maintaining long-term buyer-seller partnerships.

18) A
By focusing on retaining existing customers, many firms have recognized that they can generate excess revenue over the lifetime of the customer relationship.

19) A
B2B and B2C differ in many ways; however, the steps in the sales process itself are typically very similar.

20) A
Personal selling is more advantageous relative to other promotional tools under certain conditions, such as when the product or service is highly customizable.

21) A
The growth of sales analytics is based on the applying statistical tools to sales data to generate new insights that generate new sales opportunities and faster sales cycles.

22) A
Salesforce is a leader in CRM systems, which are used by companies to help manage relationships with customers.

23) A
The U.S. BLS reports that sales is the second biggest occupational category, only behind administrative workers.

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24) A
The U.S. BLS reports one out of nine American workers are categorized in sales.

25) A
Social selling involves use of digital technologies to build trust, unlock new sales opportunities, and strengthen buyer-seller relationships.

26) A
Soliciting referrals online is not a part of social selling.

27) A
Erica's activities correspond to social selling tactics.

28) A
Inside salespeople commonly work from a central location and communicate electronically with buyers.

29) A
The description of Joseph's sales position is most consistent with that of a field sales representative.

30) A
Sales engineers typically work in high-tech fields where their advanced training in technical areas enables them to facilitate sales.

31) A
The description of Erin's position is most closely related to that of a sales analyst.

32) A
Ethical conduct on the part of a seller is critical to building long-term relationships.

33) A

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The text reports on a recent marketing study that found most sales and marketing managers believe their sales personnel have been untruthful during a sales call.

34) A
By encouraging his sales employees to breach norms of moral conduct in sales settings, Jeff's conduct itself is highly unethical.

35) A
Unlike other fields, sales often involves direct interpersonal engagement with customers. This puts a spotlight on salespeople in terms of ensuring that they meet ethical standards.

36) A
Relational sales approaches are central to selling today.

37) A
CRM systems offer sales personnel and others a "one-stop shop" to access key customer information.

38) A
Pitney Bowes has been recognized as a social selling pioneer.

39) A
Personal selling requires the two-way flow of information between a buyer and a seller. Advertising is typically one-directional; it communicates the seller's message to the buyer.

40) A
Personal selling is more effective when the good or service being sold is highly technical or complex, such as a missile defense system.

41) A

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Social selling is the process of developing, nurturing, and leveraging online relationships to sell products or services. It often involves the use of social media.

42) A
"Exaggerating the benefits" is a euphemism for lying, which is unethical behavior.

43) A
Skylar can become a better, more active listener by really listening to her clients rather than just thinking about what she will say next.

44) analytics
Sales analytics is defined as above.

45) listening
Each of these activities characterize social listening. Salespeople and marketers take this information to modify marketing strategies and tactics.

46) Ethics
Ethics is defined as such; ethics is critical to long-term sales career success.

47) Inside
Inside salespeople typically work from a central location and communicate with buyers using electronically mediated communication tools.

48) Social selling
Social selling is defined as above.

49) Sales managers
Sales managers oversee sales operations.

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50) Field
Field sales representatives are most commonplace in B2B and wholesale settings.

51) engineers
Sales engineers are support personnel that help address technical issues that arise in many high-tech sales contexts.

52) There are several factors that make sales a viable entry-level job for new graduates. First, job listings for entry-level sales representatives are among the most plentiful. Many firms, of all sizes and across various industries, actively recruit on university campuses in search of new sales talent. Second, professional salespeople are in demand in almost every market, of any size, in the United States. As such, many graduates find that this career path provides a tremendous amount of flexibility and freedom. Third, professional selling can be a very financially rewarding career compared to other types of positions. Moreover, excellent salespeople enjoy great visibility within the organization and often move quickly into higher-level sales- and marketing-management roles. Finally, sales is psychologically rewarding, offering graduates relatively higher levels of autonomy variety in daily routines, and the opportunities to be creative in finding ways to help customers achieve their goals and objectives.

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53) There are a variety of situations in which personal selling is more conducive to communicating and co-creating customer value. For instance, personal selling also is arguably the most important decision factor in the large, complex sales that are common in many business-to-business (B2B) settings. Irrespective of the B2B vs. B2C dimension, personal selling is also more effective when the product or service is: (a) new-to-the-world (vs. a well-established product category), (b) infrequently purchased, (c) highly technical or complex, (d) high priced or perceived as risky, or is (e) highly customizable. Under these types of settings, businesses need knowledgeable sales professionals to help buyers navigate complicated decision processes.

54) The text authors point out that regardless of your major or chosen field, in just a few short years (or months) most students will be "selling" employers on how their unique talents and experiences will contribute to the success of their organization. Furthermore, as a person's career progresses, professional achievement and advancement often hinge on the ability to persuade and convincingly introduce new ideas to customers, peers, and managers. Thus, knowledge of personal selling can help individuals better communicate the value they bring to an employer and its customers. Furthermore, improving sales-related abilities, such as oral and written communication skills, active listening, and effective time management can improve your performance and career outcomes, regardless of your professional field.

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55) Personal selling offers two unique advantages over the other promotional elements: immediate feedback and enhanced ability to establish and maintain long-term customer relationships. First, personal selling results in immediate feedback from the customer. Salespeople can incorporate information from a buyer's verbal and nonverbal communication to provide more customized and pertinent information and address stated or latent concerns and objections. At a more strategic level, sellers are the eyes and ears of the organization and provide valuable market intelligence to top-level managers on customer preferences and competitors' activities. Second, personal selling efforts better enable the firm to develop a long-term, mutually beneficial relationship with customers. By establishing customer trust, firms are able to retain their most profitable customers, leading to enhanced revenues and more stable cash flows over the long-term.

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