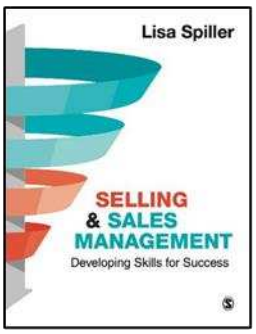
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Test item file

Chapter 2: Researching and preparing for successful selling

Multiple choice

2-1. A _____ is any encounter where prospective buyers engage with the company or salespeople to exchange information.

A. sale

B. touchpoint

C. lead

D. none of the above

(Ans: B., p. 36)

2-2. Which profile factor is *not* important for B2B transactions?

A. geographic information

B. credit information

C. age of the company CEO

D. transaction history

(Ans: C., p. 42)

2-3. In order to fully understand their customers, salespeople must:

A. research their needs, wants and interests

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B. recognize the multi-faceted issues their customers face

C. review customer's needs on a regular basis as situations change

D. all of the above

(Ans: D., p. 37)

2-4. What information is required when preparing for your NDC?

A. prospect profile

B. environmental factors

C. power and political factors

D. all of the above

(Ans: D., p. 47-48)

2-5. _____ is the process of identifying your values, interests, personality traits, knowledge, skills, behaviour/social style and emotional intelligence.

A. relationship building

B. self-assessment

C. manager evaluation

D. virtual meetings

(Ans: B., p. 53)

2-6. The stage in the customer journey in which customers repeat purchase and develop a relationship with your company is known as:

A. advocacy

B. consideration

C. decision

D. none of the above

(Ans: D., p. 46)

2-7. _____ are a person's principles or behavioural standards, including core human needs such as the need for security.

A. interests

B. values

C. beliefs

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D. none of the above

(Ans: B., P. 53)

2-8. A Unique Selling Proposition:

A. is a direct result from the needs discovery conversations with high value prospects

B. represents many different perspectives and ideas

C. describes what is better and different about your company compared to others

D. all of the above

(Answer: C., p. 51)

2-9. A technique used to extract structured data from websites is:

A. web calculations

B. web scraping

C. multivariate analysis

D. All of the above

(Ans: B., p. 44)

2-10. Which of the following is not considered a behavioural style?

A. controllers

B. talkers

C. dreamers

D. supporters

(Ans: C., p. 56)

2-11. Your professional network is made up of:

A. your friends

B. your school teachers and professional colleagues

C. your family

D. all of the above

(Ans: B., p. 58)

2-12. Successful selling requires achieving a high-quality level in:

A. professional preparation

B. environmental preparation

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C. personal preparation

D. all of the above

(Ans: D., p. 64)

2-13 Metrics used for monitoring a CRM system may include:

A. number of customers entered in the system

B. frequency for updating the database

C. the percent of consumers at various stages in the process

D. all of the above

(Ans: D., p. 64-65)

2-14. The following is *not* an example of good interpersonal behaviour:

A. remaining seated at your desk when greeting a prospective customer

B. waiting for the entire party to arrive before being seated at the table when meetings occur over meals

C. presenting the older person prior to the younger person when introducing them to each other

D. all of the above

(Ans: A., p. 61-62)

2-15. Examples of non-verbal communication skills include:

A. body language

B. eye contact

C. gestures

D. all of the above

(Ans: D., p. 63)

True-False

2-1. How, when and where customers or prospects have interacted with your company are referred to as channels.

(Ans: False, p. 36)

2-2. An offer states what you are willing to provide the customer in return for the actions you are requesting, as well as a request for a response.

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(Ans: True, p. 49)

2-3. When presenting a rational appeal to prospects, an emotional appeal must also be included.

(Ans: False, p. 49)

2-4. Organizational consumers' transactions are typically considered B2C selling.

(Ans: False, p. 41)

2-5. When tapping into your personal network for potential customers, you should always start with friends first.

(Ans: False, p. 58)

2-6. Appropriate professional business etiquette can vary greatly around the world.

(Ans: True, p. 59)

2-7. Active listening is when you make a concentrated, conscious effort to hear and understand the words and sounds and then respond and remember what was said.

(Ans: True, p. 63)

2-8. There are no metrics available to measure how well you are personally prepared for selling.

(Ans: False, p. 65)

2-9. Both internal and external factors can affect a company's business environment.

(Ans: True, p. 42)

2-10. The *buyer* journey consists of five stages.

(Ans: False, p. 46)

Essay

2-1. Describe the difference between a customer touchpoint and a channel.

(Ans p. 36)

A customer touchpoint is how, when and where the customer or prospect has interacted with their company. It is a specific and precise interaction that may be initiated by the customer or prospect online or in person. A touchpoint is any encounter where prospective buyers engage with the company or salespeople to exchange information; thus, they are scattered throughout the customer journey. A channel is a passageway, a

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means of access for the transfer of a product, an idea or a communication. Channels are a way for salespeople to understand where customers or prospects come from and how they interact with the company or organization. For example, *online* is a channel, but a *webinar is* a potential touchpoint.

2-2. Explain the influencer theory and why influencers are important when securing sales.

(Ans p. 39)

The influencer theory is based on the idea that a small number of consumers are able to sway the mass market. Most consumers are significantly impacted by the thoughts, opinions and perspectives of others, particularly from those with whom they perceive to be credible and trustworthy. Many consumers believe that salespeople will tell them whatever is necessary to make the sale, while an influencer is considered both an unbiased endorser and product expert, so their opinion matters and they are key to generating sales.

2-3. Discuss the process of web scraping and how it is used.

(Ans p. 44-45)

Web scraping, also known as web harvesting or web data extraction, is a technique used to extract structured data from websites. Web scraping is similar to web indexing in that it indexes information on the web using a bot web crawler and is a universal technique adopted by most search engines. The uses for web scraping include the following; price-monitoring to keep track of price changes, lead generation to download lead information for sale analysis, outreach to influencers and bloggers to obtain information about name, surname, email address, phone number usually from a directory of influencers, and research to extract data on any topic and website.

2-4. Identify the different behaviour/social styles and discuss which of the styles best describes you.

(Ans p. 56)

Behaviour/social styles can be categorized into the following four groups: talkers, doers, controllers and supporters. The talkers are outgoing friendly, affable people.

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They like and do not want to disappoint people. The doers are bottom-line, get-it-done people who are action-oriented, decisive and make quick decisions. The controllers are reserved and distant. They are logical, unemotional and want facts and accurate information. They are very analytical and well organized and will only make a decision after carefully digesting all of the facts and data. Lastly, the supporters are easy-going, steady, dependable and loyal. They are detail-minded and do not make quick decisions. They are team players and they like predictability and security, while they avoid taking risks.

[Student to provide reasoning for which personality type they think best suits them.]

2-5. Give three examples of good interpersonal behaviour.

(Ans p. 61-62)

Examples of good interpersonal behaviour include; sitting down only *after* you have been invited to do so when entering the office of a customer or prospective customer, introducing yourself properly by standing up to greet someone (by shaking hands or using some alternative type of greeting) who enters the office after you have already been seated and asking the prospective customer at the conclusion of a meeting for his/her preferred way to communicate in the future. They also include using proper table manners and being thoughtful in the order of introductions when multiple people are being introduced to each other.

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