

ch08

Student: _____

1. When making a sales call, because each customer will be different, the salesperson should make the customer adapt to their sales style.
True False
2. In the chapter profile, Jennifer Van Winkle states that in the initial sales call the salesperson should not ask many questions and have the customer listen to their whole presentation before asking questions.
True False
3. Being on time, securing a buyer's interest, and building rapport suggests the salesperson has impression management skills.
True False
4. If Allen makes a poor first impression when he meets a new buyer, he may never overcome the damage that impression causes.
True False
5. Many sales calls do not involve sitting down with a client.
True False
6. A salesperson's first few words allow the customer to vary the tone of the entire sales call.
True False
7. How and what you do in one thing changes a person's perceptions about other things you do is called the halo effect.
True False
8. John introduces himself and quickly mentions the name of a friend of the prospect. John is using the referral opening.
True False
9. Once Veronica develops an opening that works for her, she should stick with it rather than try other openings.
True False
10. The introduction opening is simple but may not generate interest.
True False
11. Unless John knows what the prospect's needs are, the product opening is unlikely to succeed.
True False
12. An advantage of the product opening is that it appeals to the prospect visually as well as verbally.
True False
13. When Mike tells Ruth she can save at least \$25 per month by changing her long distance service to BellSouth, he is using the benefit opening.
True False
14. When using the compliment opening, avoid being sincere so that you do not embarrass your buyer.
True False
15. Beau's goal should be to establish rapport with each of his customers.
True False

16. Salespeople are usually more effective if they have something in common with the clients they call on.
True False
17. Experienced salespeople attempt to uncover the prospect's needs and problems at the start of the relationship.
True False
18. When sales reps make a presentation, he or she should discuss product information at the outset and use their prospect's reactions to determine what to discuss next.
True False
19. If at all possible, the salesperson should avoid using open questions since they do not stimulate the client to provide much information.
True False
20. Inexperienced and unsuccessful salespeople tend to ask too many situation questions.
True False
21. Angie likes to ask her prospects questions like "What misconceptions do people have about your business?" A question, like this focuses attention on her company's products.
True False
22. Many situation questions can be answered by doing thorough precall information gathering and planning.
True False
23. Ultimately, the objective of implication questions is to set the stage so that the prospect realizes the seriousness of the problem.
True False
24. If a prospect responds negatively to a need payoff question, the salesperson should not probe further.
True False
25. One critical advantage of SPIN is that the prospect defines the need.
True False
26. FABs refer to features, advantages, and benefits in a sales presentation.
True False
27. In the opening profile Jennifer Van Winkle recommends all of the following EXCEPT:
A. Make sure you are prepared for objections
B. Think of an initial sales call as a job interview
C. Asking for an order is the paramount goal of a first sales call
D. Good communication is an extremely important component of a sales call
E. Remember to read a prospect's nonverbal reactions, and adjust when necessary
28. Which of the following is NOT one of the essential elements of a sales call?
A. pre-calculating the profit margin
B. making a good impression
C. identifying or reiterating needs
D. credibility and trust
E. offering the solution to the buyer's needs

29. Rachel is preparing for her appointment with an important customer. She knows the content of the sales call depends on the _____ and _____.
- FAB; FEBA
 - ego-involved credibility; pre-trial close
 - specific situation; existing relationship
 - need payoff statements; situational analysis
 - all of the above
30. One way to conceptualize the selling process is the "Four A's." Which of the following is NOT one of the Four A's?
- acknowledge
 - acquire
 - advise
 - accent
 - assure
31. Effective salespeople know it is important to influence how their customers and prospects view them. The text terms this effort as:
- perception management.
 - impression management.
 - reaction guidance.
 - fashion control.
 - response control.
32. Which of the following is true of successful salespeople with regard to impression management?
- Being no more than 15 minutes late for your planned sales call is absolutely critical.
 - A salesperson should automatically extend his or her hand to a prospect.
 - Customers develop impressions by simply observing how a salesperson walks toward them.
 - When salespeople stand in front of their prospects they must appear overly confident.
 - All of the above statements about salespeople and impression management are true.
33. Which of the following is good advice for those situations when you, the salesperson, find your buyer will not be able to see you at your appointed time?
- Make use of this waiting time by working on your paperwork.
 - Leave immediately.
 - Try to go over the barrier by asking to see the buyer's boss.
 - Ask the receptionist to tell the buyer tactfully that you've got other appointments, and he or she should honor the appointment.
 - Wait thirty minutes, and if the buyer is still unable to see you, ask his or her secretary to give you a new appointment.
34. Which of the following statements about making a good impression on a potential buyer is true?
- If you learn your prospect cannot see you within a reasonable time (usually 15 minutes,) you should not wait.
 - If you make a poor first impression when you meet a new buyer, you may never overcome the damage that impression causes.
 - One of the best ways of making a good impression is to arrive at the sales appointment prepared.
 - Influencing how your prospects view you is called impression management.
 - All of the above statements about making a good impression are true.
35. Naomi is waiting in a prospect's office. She wants to make a good first impression. When she is called into the prospect's office Naomi should do all of the following EXCEPT:
- smile.
 - sit down immediately.
 - be well groomed.
 - enter the prospect's room confidently.
 - begin with "Thanks for seeing me."

36. Dawn walks into a customer's office and immediately recognizes the customer is bothered by something. Dawn should:
- A. smile.
 - B. sit down immediately.
 - C. ask if this is not a good time to meet.
 - D. tell a joke.
 - E. all of the above
37. According to relationship management expert Dale Carnegie, the "sweetest and most important sound" a customer wants to hear is:
- A. his or her name.
 - B. sale.
 - C. "I have a present for you".
 - D. "Let's do lunch".
 - E. profit.
38. Just as Brian walked into the room carrying his samples and his portfolio for the demonstration, he fell over a wrinkle in the carpet and landed headfirst at the feet of his prospect. Everything he was carrying was scattered, and it took him almost five minutes to get reorganized. Because of the ____, the prospect is likely to permanently label Brian as clumsy and ineffectual.
- A. lingering luster effect
 - B. halo effect
 - C. afterglow reaction
 - D. admirable aftermath
 - E. carryover corollary
39. How and what you do in one context can influence a person's perceptions about other things you do. This tendency for perceptions to extend from one situation to another is known as the:
- A. lingering luster effect.
 - B. halo effect.
 - C. afterglow reaction.
 - D. admirable aftermath.
 - E. carryover corollary.
40. A(n) ____ is a method designed to get the prospect's attention and interest quickly and to make a smooth transition into the presentation.
- A. opening
 - B. preopening
 - C. demonstration
 - D. overture
 - E. portfolio alignment
41. In selling, ____ is a close, harmonious relationship founded on mutual trust.
- A. small talk
 - B. cooperation
 - C. agreement
 - D. rapport
 - E. congruence
42. Raleigh sells computer assisted design services to major engineering firms. As he settled into his chair in the office of one of his best accounts, he said to the buyer, "R.J., can you believe how badly Baltimore choked in that game Sunday?" Raleigh is using ____ as he begins this sales call.
- A. a question opening
 - B. a curiosity opening
 - C. rapport
 - D. small talk
 - E. a referral opening

43. In order to establish _____ with his prospect, Steve said, "I notice that you have a collection of antique thermometers in your outer office? My father has collected soft drink thermometers for almost fifteen years. What got you interested in collecting them?"
- A. credibility
 - B. effective communication
 - C. flexibility
 - D. a level of Comprehensive
 - E. rapport
44. Office scanning is an activity most closely related to:
- A. planning.
 - B. small talk.
 - C. time management.
 - D. routing.
 - E. closing.
45. Which opening should be described as the simplest and least effective way to begin a sales call, but is unlikely to generate much interest in the prospect?
- A. compliment
 - B. curiosity
 - C. product
 - D. introduction
 - E. referral
46. "Mr. Tudor," said Judy, "Tom Pritchett suggested I contact you about our new computerized Civil War reenactment game." In this example, Judy is using the _____ opening.
- A. compliment
 - B. curiosity
 - C. product
 - D. introduction
 - E. referral
47. Which of the following is the best example of a benefit opening?
- A. "Mr. Jackson at FS Tools thought you would appreciate the multitasking flexibility of my company's machining center."
 - B. "Good afternoon, Ms. King. My name is Harry Tillot and I sell the world's finest veneers."
 - C. "Hello, Dr. Allen. Do you need an easier way to place insurance claims for your patients?"
 - D. "Mr. Tanner, I believe you will find our laminating machine as easy to use as your competitors do."
 - E. "Hello, Ms. Dwight. My name is Darla, and I am selling Girl Scout cookies."
48. "This model 107 electric nail gun will reduce the amount of time a crew spends roofing a 3,000 square foot home by 30 percent lowering your labor costs and allowing bid more competitively for roofing business." This is an example of the _____ opening.
- A. compliment
 - B. curiosity
 - C. referral
 - D. introduction
 - E. benefit
49. The _____ opening involves actually demonstrating a product feature as soon as you walk up to the prospect.
- A. compliment
 - B. curiosity
 - C. product
 - D. introduction
 - E. referral

50. Marissa designs retreat vacations for corporate executives. When she walked into the office of the CEO of Langston, she was holding a tape player which was playing tropical music, carrying a lei (a flower necklace) which she placed around the CEO's neck, and carrying a poster of a beach scene with a photo of a relaxing Langston CEO superimposed on it. Marissa was using the _____ opening.
- A. implication
 - B. referral
 - C. compliment
 - D. product
 - E. positioning
51. "Driving an 18-wheel truck eight hours a day is hard on you physically, but you can reduce some of that fatigue by putting this special cushion in your truck seat," said Irene as she handed the cushion to her prospect. Irene is using the _____ opening.
- A. compliment
 - B. curiosity
 - C. product
 - D. introduction
 - E. referral
52. When Bobbi walked into the lawyer's office, she said, "Everyone in town thinks highly of your ethical standards. Whenever the subject of a lawyer came up in conversation, I hear that I couldn't find a more honorable lawyer than you." Bobbi was using the _____ opening to selling office supplies for her company.
- A. compliment
 - B. curiosity
 - C. product
 - D. introduction
 - E. referral
53. The floral supplies salesperson walked into the office of Gregg Katz, owner of KCFlorist.com and said, "Congratulations on being voted Floral Management's 2008 marketer of the year. Your Internet sales must be doing great if your industry recognizes you as its best retailer." The salesperson was using the _____ opening.
- A. compliment
 - B. curiosity
 - C. product
 - D. introduction
 - E. referral
54. The booking agent for Moser Midway Rides walked into the management office for the Ohio State Fair and said, "The average family of four will spend 5.5 hours at the fair and spend between \$60 and \$70. How would you like to have that same family spend between \$90 and \$100 at your fair?" What opening was the salesperson using?
- A. question
 - B. rapport
 - C. product
 - D. introduction
 - E. referral
55. "Mr. Rogers, if I could show you a way to increase sales in your bookstore by 20 percent per year, would you be interested?" said Leesa. In this example, Leesa is using the _____ opening.
- A. question
 - B. rapport
 - C. product
 - D. introduction
 - E. referral

56. While Martin was waiting in his prospect's office he noticed the prospect's degree, vacation photographs, and awards. Martin was engaging in _____ which would hopefully create a basis for _____.
- A. benefit assessment; presentation balance
 - B. FAB analysis; an introduction opening.
 - C. office scanning; small talk
 - D. rapport building; a trial close
 - E. none of the above
57. Which two personality types are most receptive to small talk?
- A. amiables and expressives
 - B. analyticals and drivers
 - C. analyticals and amiables
 - D. drivers and expressives
 - E. amiables and drivers
58. When preparing for an initial sales call, social networking sites can be a valuable source of information about:
- A. a prospect's interests and background
 - B. corporate ethics policies
 - C. current demographic trends
 - D. prices competitors charge
 - E. inventory allowances
59. The salesperson's best line of defense when something goes wrong is to:
- A. blame your assistant or secretary for not having things prepared properly.
 - B. ask the prospect if you can schedule a new appointment and start over on another day.
 - C. continue in the presentation as if you intended to do whatever it was you did by mistake.
 - D. maintain a proper perspective and a sense of humor.
 - E. do none of the above
60. Which of the following does the text identify as most important to success as a sales representative?
- A. opening each sales call strategically
 - B. ability to speak in front of strangers with confidence
 - C. ability to discover client needs
 - D. using closing techniques effectively
 - E. handling objections
61. In "What my top salespeople are like" William Fowler, industrial buyer for DuPont describes the best salespeople who call on him as all of the following EXCEPT:
- A. having technical skills.
 - B. often part of team selling.
 - C. socially engaged through Internet networking technologies.
 - D. taking the time to find out about his needs.
 - E. not rushed or over eager to get in, make the sale, and get out.
62. _____ require(s) the prospect to go beyond a simple yes/no response and share a great deal more useful information.
- A. Rapport
 - B. Closing questions
 - C. Closed questions
 - D. Double-barreled questions
 - E. Open questions

63. "If you were designing a company to handle your product deliveries from scratch, what would you include?" Vincent asked his prospect. Vincent is using a(n) _____ question.
- A. closing
 - B. double-barreled
 - C. unverified
 - D. implication
 - E. open
64. "When will Mr. Thomas be back in the office?" asked Robin of the receptionist at Arunden Industries. Robin's question is an example of a(n) _____ question.
- A. closed
 - B. double-barreled
 - C. unverified
 - D. implication
 - E. open
65. Which of the following is the BEST example of an open question?
- A. Do you want your order delivered in the morning or the afternoon?
 - B. Will you be doing three or four grosses of candles?
 - C. Will you be paying cash or charging these items on your account?
 - D. Why do you consider June to be your most productive month?
 - E. Do you have a method to display the Christmas ornaments?
66. Angie wants to focus on the needs of her prospect. Which of the following questions would best achieve that objective?
- A. How many customers do you have in a typical day?
 - B. What is the peak season in your business?
 - C. What misconceptions do people have about your business?
 - D. When do you take your vacation?
 - E. All of the above bring attention to the customer's needs.
67. Speaking to the owner at a large shopping mall store, the security system salesperson said, "Do you know how many shoplifters you actually catch each year?" This question is an example of a(n) _____ question.
- A. situation
 - B. problem
 - C. implication
 - D. necessary
 - E. indication
68. Which of the following is an example of a situation question that might be used with the SPIN technique?
- A. "What would you do if an employee was injured because you neglected to repair your sander?"
 - B. "If I can show you how to use less energy per cubic foot in your freezer bins, would you be interested?"
 - C. "Are you happy with your current service contract?"
 - D. "What kind of scanner program are you currently using?"
 - E. "Do storms disrupt your electrical power?"
69. Viveca asked the supermarket manager, "How many dollars worth of frozen food do you buy each month?" This question is an example of a(n) _____ question.
- A. situation
 - B. problem
 - C. implication
 - D. necessary
 - E. indication

70. "Do you have trouble keeping your delivery trucks running?" is an example of what kind of question?
- A. situation
 - B. problem
 - C. implication
 - D. necessary
 - E. indication
71. Quinton asked the book store owner, "What happens since you have shoplifters in your store? Do you have a lot of inventory shrinkage because of it?" This is an example of a(n) _____ question that might be used with a SPIN technique.
- A. situation
 - B. problem
 - C. implication
 - D. necessary
 - E. indication
72. A salesperson who asked, "What impact does inventory shrinkage have on your ability to make a reasonable profit?" is asking a(n) _____ question as he works his way through the SPIN technique.
- A. situation
 - B. problem
 - C. implication
 - D. benefit
 - E. need payoff
73. A salesperson for a professional laundry service asked an amusement park owner, "Do the stains on the uniforms worn by your personnel cause parents to doubt your company's ability to provide them and their children with well-maintained rides?" The salesperson is using a(n) _____ question as he works his way through the SPIN technique.
- A. situation
 - B. problem
 - C. implication
 - D. benefit
 - E. need payoff
74. A salesperson who asks a need payoff question might ask:
- A. "Do you find your current polisher does an adequate job?"
 - B. "If I can show you how to use less energy per cubic foot in your freezer bins, would you be interested?"
 - C. "Are you happy with your current service contract?"
 - D. "What kind of scanner program are you currently using?"
 - E. "What happens when a storm disrupts your electrical power?"
75. The salesperson for FS Tool asked the cabinet maker, "If I can show you how to cut Melamine, high-pressure laminates, and fine veneer, without any chips or breaks would that save you any money?" In terms of the SPIN technique, this is an example of a(n) _____ question.
- A. situation
 - B. problem
 - C. implication
 - D. benefit
 - E. need payoff

76. The salesperson for Dun-Rite Equipment Company asks the supermarket manager, "If I can provide your meat department with on-the-site training at no extra charge, would you be interested?" In terms of the SPIN technique, this is an example of a(n) _____ question.
- A. situation
 - B. problem
 - C. implication
 - D. benefit
 - E. need payoff
77. Which one of the following statements about prospect needs is FALSE?
- A. One advantage of SPIN is the prospect defines the need.
 - B. The extent to which a salesperson has to identify needs during the actual presentation depends on precall planning.
 - C. If a prospect responds negatively to a need payoff question, the salesperson should not probe further.
 - D. How many questions a salesperson can ask to discover a prospect's needs depends on the situation.
 - E. In multi-call situations, going through complete needs identification at every call is unnecessary.
78. The salesperson for refrigerant leak monitors began her presentation to the Kroger buying agent as follows: "Our system will prevent your employees from being exposed to dangerous CFC emissions." At that point in her sales presentation, she was describing a(n):
- A. advantage
 - B. distinction
 - C. benefit
 - D. feature
 - E. highlight
79. The salesperson for the Kemco hot water/high pressure plant sanitation system told the purchasing agent, "Our new system can save your company \$60,000 annually in energy, chemicals, and water use compared to the type of sanitation system you're using now." At that point in his presentation, the salesperson was describing a:
- A. discrimination.
 - B. distinction.
 - C. benefit.
 - D. feature.
 - E. highlight.
80. The salesperson for propane burnishers told the purchasing agent, "The burnishers manufactured by A.L. Cook all have an ergonomically designed handle." At that point in her sales presentation, he was describing a(n):
- A. advantage.
 - B. distinction.
 - C. benefit.
 - D. feature.
 - E. highlight.
81. The salesperson was trying to convince a retailer to outsource its telemarketing department. He said, "My corporation is providing outsourced call centers on behalf of Fortune 500 companies in 25 countries in North America, Europe, and Asia in 30 languages in our 54 call centers." The salesperson is emphasizing his company's:
- A. advantages.
 - B. features.
 - C. distinctions.
 - D. skills.
 - E. benefits.

82. A(n) _____ is how a particular feature will help a particular buyer and is tied directly to the buying motives of the prospect.
- A. advantage
 - B. distinction
 - C. benefit
 - D. characteristic
 - E. highlight
83. For which of the following products is the salesperson most likely to sell the features and benefits of the seller's firm instead of the product?
- A. ladies' fashion watches
 - B. bulk chemicals
 - C. men's designer suits
 - D. living room furniture
 - E. bird houses
84. Gloria is showing a prospect how her company's logistical support system will reduce delivery time. Gloria is engaged in a:
- A. feature presentation.
 - B. comparative advantage proposal.
 - C. customer relationship management simulation.
 - D. customer benefit proposition.
 - E. satisfaction guarantee seminar.
85. Bofors Underwater Systems manufactures underwater vehicles for oil exploration teams. It began operation in Sweden in 1910, and possesses a massive bank of experience and know-how in underwater technology. A salesperson who told a prospective client about the preceding would have been talking about his company's:
- A. skill.
 - B. culture.
 - C. characteristics.
 - D. advantage.
 - E. highlights.
86. Kyle has a door-to-door job selling non-toxic cleaning supplies. His sales presentation involves describing the products, showing how well they clean, and spraying the cleaner in his mouth. He then asks prospects whether they are convinced that his products are both effective and non-toxic. Kyle is using the _____ sales approach.
- A. FAB
 - B. SPIN
 - C. FEBA
 - D. NACK
 - E. ABC
87. Vanessa uses the problem/solution selling model. She already knows some of her customer's needs which she calls _____, while other needs she discovers are called _____.
- A. features; benefits
 - B. issues; problems
 - C. situations; solutions
 - D. halos; hooks
 - E. business model; "the big wow"

88. As Rick looked at his prospect, he saw the prospect was leaning away from Rick and fidgeting with items on his desk. What should Rick do if he wants to make the sale?
- A. Ask close-ended questions in hopes of learning why the prospect is showing some negativity.
 - B. Ignore the body language and listen to what the prospect is actually saying.
 - C. List as many features and benefits as he can think of to remind the prospect why he should buy Rick's product.
 - D. Ask open-ended questions to draw out the prospect's reasons for caution.
 - E. There is nothing Rick can do; the sale is lost.
89. Doug was so eager to buy the potato slicer that turns a single, whole potato into a continuous thin-sliced curl that he did not hear the salesperson comment that the machine was difficult to clean. Doug was using _____ and imagining how much easier it would be to make French fries with his new slicer.
- A. selective perception
 - B. listening discrimination
 - C. rapport
 - D. small talk
 - E. variable listening
90. Phoebe is so excited during her sales presentation that she does not hear the customer's question correctly. She gives a brief, inappropriate answer and continues her presentation. Phoebe may have engaged in:
- A. Selective perception
 - B. Listening discrimination
 - C. Rapport
 - D. Small talk
 - E. Variable listening
91. When Lani first meets new prospects she tells them if they give her 20 minutes, she can save them at least \$100 dollars per year on their home insurance premiums. Unfortunately, her success rate of closing sales is about 30 percent, and her presentation often lasts about one hour. The text would say Lani is doing a poor job of establishing:
- A. resoluteness.
 - B. accountability.
 - C. dedication.
 - D. credibility.
 - E. loyalty.
92. A balanced presentation occurs when the salesperson:
- A. exhibits the accommodating mode of resolving conflict.
 - B. allows equal speaking time for both the salesperson and the prospect.
 - C. shows all sides of the situation.
 - D. matches his or her speaking speed to the prospect's listening speed.
 - E. flexes his or her social style to work well with the social style exhibited by the prospect.
93. Which of the following statements about selling to groups is true?
- A. Objectives should not be developed for the meeting.
 - B. Planning should not include developing special visual aids.
 - C. You must gather information about the concerns of each and every person who will attend.
 - D. Most things you learned about selling to individuals do not apply when selling to groups.
 - E. Speeches are more appropriate than informal presentations.
94. What should a salesperson do to make a good first impression?

95. If you want to be a successful salesperson, what should you do if you arrive for a sales appointment and your prospect asks you to wait thirty minutes before she can see you?
96. Imagine you are trying to sell your marketing professor a new selling textbook. You are debating whether to use an introduction or a benefit opening. What would you say if you were using an introduction opening? What would you say if you were using a benefit opening?
97. Imagine you are trying to sell your marketing professor a new selling textbook. You are debating whether to use a referral or a product opening. What would you say if you were using a referral opening? What would you say if you were using a product opening?
98. What is the best line of defense when you realize that you have spilled coffee on the prospect's briefcase during your presentation?
99. Why do salespeople need to ask both open and closed questions during a sales presentation?

100. Imagine you sell display units and store fixtures to retailers. You are getting ready to call on a toy store retailer, and you want to use the SPIN technique. Prepare one of each type of question that would be appropriate for you to use in this sales presentation.

101. Imagine you are trying to sell your marketing professor a new selling textbook. Create two statements; one each describing a feature, one describing a benefit of your textbook.

102. Describe the problem/solution selling model?

103. Why should a salesperson use verbal probing during a sales presentation?

104. Arriving on time, making a positive entrance, gaining the buyer's attention, and developing rapport with the buyer are all part of what sales skill?

105. As the salesperson entered the room, he stumbled and almost fell. Then he forgot how to pronounce the prospect's name. After taking a few cleansing breaths, the salesperson was able to do a great sales presentation, but he never got the prospect's full attention. What concept describes the prospect's assumption that the bumbling salesperson would not be competent enough to provide her company with necessary products?
106. What opening was the salesperson using when she walked into the prospect's office and announced, "Thank you for letting me see you. I am Melanie Gooden, and I sell American Delphi disposal systems."?
107. The Casket Royale salesperson walked into the florist retailer's office and said, "Funeral directors sell flowers. Why shouldn't you sell caskets?" What kind of opening was the salesperson using?
108. When a salesperson looks at a prospect's office wall hangings, photographs, and library collection, what are they engaging in?
109. What general rules should you use when things go wrong in a sales presentation?

110.How do salespeople use closed questions?

111.How do salespeople use open questions?

112.Alphonso uses the FAB method when he sells optical scanning equipment to merchants. What do the letters "FAB" represent?

113.Laron Malone is selling shopping cart attachments for mobility-impaired customers to supermarket managers. He says, "The wheeled seat can provide comfort and safety for mobility-impaired customers and is easily attached to the carts you are currently using. It has been proven safe and meets the guidelines set forth by the Americans with Disabilities Act. This attachment will allow you to reach customers that you might otherwise be unable to serve, don't you agree?" What method was he using to relate benefits to features?

114.Imagine you are selling thermometers for taking infant temperatures. You simply place the tip of the thermometer in the infant's ear and the digital readout is easy to read in less than thirty seconds. What is a benefit and what is a feature of this thermometer?

115. What kind of presentation should be used if the goal of the presentation is to establish credibility?

116. In "I Think You Should Use My Competitor's Product Instead" what did the sales rep gain by that recommendation?

ch08 Key

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26. (p. 219) TRUE
27. (p. 203) C
28. (p. 204) A
29. (p. 204) C
30. (p. 204) D
31. (p. 204) B
32. (p. 204) C
33. (p. 205) A
34. (p. 205) E
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36. (p. 206) C

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48. (p. 207) E
49. (p. 207) C
50. (p. 207) D
51. (p. 207) C
52. (p. 207) A
53. (p. 207) A
54. (p. 207) A
55. (p. 207) A
56. (p. 208) C
57. (p. 208) A
58. (p. 209) A
59. (p. 210) D
60. (p. 210) C
61. (p. 211) C
62. (p. 213) E
63. (p. 213) E
64. (p. 213) A
65. (p. 213) D
66. (p. 213) C
67. (p. 214) A
68. (p. 214) D
69. (p. 214) A
70. (p. 215) B
71. (p. 215) B
72. (p. 215) C
73. (p. 215) C
74. (p. 216) B

75. (p. 216) E

76. (p. 216) E

77. (p. 216) C

78. (p. 218) C

79. (p. 218) C

80. (p. 218) D

81. (p. 218) B

82. (p. 218) C

83. (p. 218) B

84. (p. 218) D

85. (p. 219) D

86. (p. 219) C

87. (p. 219) A

88. (p. 222) D

89. (p. 222) A

90. (p. 222) A

91. (p. 222) D

92. (p. 223) C

93. (p. 225) C

94. (p. 204) They should be well-groomed; enter confidently by using erect posture, lengthy stride and a lively pace; and among the first words out of their mouth should be something like "Thanks for seeing me."

95. (p. 205) Successful salespeople make the best possible use of waiting time by working on reports, studying new-product information, planning and preparing for their next calls, and obtaining additional information about the prospect.

96. (p. 207) Introduction opening would be something like, Dr. ____, thank you for seeing me today. My name is ____, and I represent McGraw-Hill publishing. Benefit opening would be something like, Dr. ____, I would like to show you a textbook that I guarantee your students will want to read.

97. (p. 207) Referral opening would be something like, Dr. ____, thank you for seeing me today. My name is ____. Dr. Folsom suggested I contact you about our new book. Product opening would be something like, Dr. ____, here is our new sales textbook. I just got it from the company today.

98. (p. 210) The best line of defense when something goes wrong is to maintain the proper perspective and sense of humor. Apologize and realize that you are probably not the first salesperson who has ever messed up and certainly won't be the last.

99. (p. 213) Open questions are used to paint the broad strokes of the situation, whereas closed questions help the salesperson to zero in on very specific problems and attitudes.

Need Payoff Question: Would you like to be able to adjust the height between shelves in less than 30 seconds?

Implication Question: Does the inability to adjust your display shelves create display problems?

Problem Question: Do you have trouble creating efficient displays for stuffed animals?

Situation Question: How many square feet of selling space do you have?

Following is an example of a good answer:

100. (p. 213-214) Student answers will vary. It is important that students have a question to represent each of the four types of questions.

101. (p. 218) Students answers will vary. A feature statement will describe a quality or characteristic of the book such as new case studies, many examples etc. A benefit statement will describe why the feature will help the professor do their job. A benefit could be it will make it easier to demonstrate sales concepts.

102. (p. 220) In the problem/solution selling model, the buyer's needs are the business model with needs uncovered during the presentation being "the big wow." Features/benefits are then tied to the business model to create an urgency to buy now.

103. (p. 221) First, it allows the salesperson to stop talking and encourages two-way conversations. Without such probing, a salesperson can turn into a rambling talker while the buyer becomes a passive listener. Second, probing lets the salesperson see whether the buyer is listening and understanding what is being said. Third, the verbal probing may show the prospect is uninterested in what the salesperson is talking about. If this is the case, the salesperson can redirect the conversation to areas of interest to the buyer.

104. (p. 204) impression management

105. (p. 207) the halo effect

106. (p. 207) the introductory opening

107. (p. 207) the question opening

108. (p. 208) office scanning

109. (p. 210) The best line of defense is to maintain the proper perspective and a sense of humor.

110. (p. 213) Closed questions allow the salesperson to zero in on specific problems and attitudes.

111. (p. 213) Open questions allow the salesperson to get the prospect to open up and share information.

112. (p. 219) Features, Advantages, and Benefits

113. (p. 219) FEBA (Feature, Evidence, Benefit, and Agreement)

114. (p. 218) Benefit: ease of use; Feature: digital readout

115. (p. 223) the balanced presentation

116. (p. 224) trust

ch08 Summary

<u>Category</u>	<u># of Question</u>
Castleberry - Chapter 08	116
Difficulty: Easy	28
Difficulty: Hard	13
Difficulty: Medium	75