1. In sales you can expect objections at the beginning and the end of the sales cycle.
   True False

2. An experienced salesperson knows that objections come at the end of a presentation and are always negative.
   True False

3. Because her product is new and most potential buyers have never heard of it, Alberta can expect to encounter a lot of objections when she tries to set appointments.
   True False

4. Dan should encourage his customers to limit their objections to major issues so valuable sales time isn't wasted on trivia.
   True False

5. Objections during the presentation show the prospect is paying attention.
   True False

6. It is not uncommon for buyers to object just to make the salesperson comfortable.
   True False

7. A buyer, who says, "You promised two-week delivery, but our last order took a month to arrive," is objecting to your product features.
   True False

8. If the buyer objects to gain more information, the possibility of getting commitment is good.
   True False

9. If the prospect legitimately offers the "no money" objection, the salesperson should give up trying to sell to him or her.
   True False

10. Turnovers occur when the seller turns the account over to another salesperson.
    True False

11. A person, who says, "Your price is too high," may actually be thinking, "Your quality is too low."
    True False

12. Many people think postponing action is an effective way to say "no."
    True False

13. In dealing with prospects and clients, an occasional "white lie" is an absolute necessity for dignity, confidence, and continued relations.
    True False

14. An experienced salesperson can anticipate as many as 80 percent of the objections prospects will offer.
    True False

15. In "This is Not How to Handle Objections" the author suggests the offer of sexual favors is an effective way to overcome resistance among mortgage brokers to switch to a different mortgage wholesaler.
    True False
16. In "Use Technology to Prepare for Objections" the author recommends emailing potential objections to satisfied customers and ask their advice.
   True  False

17. As soon as Buddy recognizes the objection his prospect is presenting, he should give his reply to save his prospect from the trouble and wasted time of presenting the whole comment.
   True  False

18. In "Yes, You can Refuse to Do Business with a Prospect" the author suggests it is better to not do business with a customer than to create a dissatisfied customer.
   True  False

19. To postpone an objection is to ask permission to answer the question at a later time.
   True  False

20. By using the proper "formulas" (such as those presented in the text), a beginning salesperson will be able to rapidly separate real objections from excuses.
   True  False

21. Before attempting to answer her prospect's objection, Yvonne must first be sure she understands what the prospect is trying to say.
   True  False

22. No exact formula has been devised to separate excuses from real objections.
   True  False

23. Direct denial should be avoided even for a false statement if the objection is of trivial importance to the buyer.
   True  False

24. Probing techniques can be both verbal and nonverbal.
   True  False

25. Salespeople should be careful about overusing the referral method of handling objections because it may appear to be phony to experienced buyers.
   True  False

26. The acknowledge method of responding to objections should be used if the objection raised is factually false.
   True  False

27. When selling to a group of buyers, if one person offers an objection, the seller should rephrase the question and try to get a sense of whether the other buyers share the concern.
   True  False

28. A product's value must be established before time is spent discussing price.
   True  False

29. The two-step approach to price objections involves first, sell value and quality rather than price and second, to try to look at the objection from the customer's point of view.
   True  False

30. If August does not build the value of her product in her prospect's mind to the point where it is greater than the price asked there will be no sale.
   True  False
31. In the opening profile Rachel Gober has found four keys to handling objections including all of the following EXCEPT:
   A. anticipate objections.
   B. prepare your response.
   C. credence objections from the beginning by helping the buyer to trust you.
   D. focus on the goal.
   E. ask questions and listen to the answers.

32. Lillian cringes when customers make objections during her sales presentation. Buyer's objections:
   A. should never be encouraged.
   B. should always be made after the sales presentation.
   C. are the equivalent to a refusal to buy.
   D. are most useful when they remain hidden.
   E. are accurately described by none of the above

33. The worst type of objection the purchasing agent for the hospital could have is:
   A. his claim that the x-ray equipment is too expensive.
   B. his statement that a competing firm offers better service.
   C. his secret belief that the company cannot meet his needed delivery times.
   D. his negative response to the salesperson's contention that her company only uses quality materials.
   E. his contention that the x-ray equipment is not easy to use.

34. Salespeople refer to concerns or questions raised by buyers as:
   A. objections.
   B. stumbling blocks.
   C. grievances.
   D. skepticism.
   E. tribulations.

35. When do buyers raise objections?
   A. after the sale
   B. when the salesperson seeks commitment
   C. when the salesperson seeks an appointment
   D. during the presentation
   E. at all of the above times

36. Joe sells ergonomically-designed office furniture. Joe would find it easier to sell to a customer who:
   A. asked Joe if there were any financial benefits to buying Joe's company's office furniture.
   B. sat quietly through the entire presentation.
   C. spent the time during the presentation looking at the fabric swatches Joe had bought.
   D. stared out the window at some men cutting a tree during the entire presentation.
   E. after continually looking at his watch during the presentation finally asked Joe, "What time is it?"

37. Kerry encounters far more objections at the point in a sales call when he actually attempts to gain buyer commitment than at any other time. This pattern suggests he:
   A. needs to learn some better closing techniques.
   B. may be omitting significant selling points in his presentation.
   C. is asking too many questions during the presentation.
   D. is doing a good job, since this is a normal pattern.
   E. is creating an excessive level of interest in new prospects.

38. Which of the following statements about objections is FALSE?
   A. Some buyers have a habit of raising objections just to watch the salesperson squirm.
   B. People who object to get more information are usually stalling; they hope the salesperson will give up rather ask for commitment.
   C. Legitimate objections regarding needs can arise if the prospect has not been fully qualified.
   D. Some people resist change simply because it is different from their experience.
   E. A prospect who doesn't understand may be unwilling to tell the sales rep so.
39. Which of the following would be classified as an objection related to needs?
   A. "I don't have the time to look at all the carpet samples you brought in today."
   B. "I understood your company's mercury disposal program is being challenged by the Environmental Protection Agency."
   C. "Our new production method does not yield any flammable wastes, so we can't use your company's oil waste disposal cans."
   D. "I need to take some time to examine your proposal before making a final decision."
   E. "The gravity feed eye wash station takes up too much floor space because of the 16 gallons of saline wash it holds."

40. Which of the following is NOT one of the five major types of objections?
   A. objections related to satisfaction  
   B. objections related to need  
   C. objections related to product  
   D. objections related to price  
   E. objections related to time

41. Selling a new and different good, service, or idea is called:
   A. initial marketing.  
   B. pioneer selling.  
   C. advocacy marketing.  
   D. original selling.  
   E. venture marketing.

42. When Anton was trying to convince supermarket owners to stock his company's new tea-flavored popsicles, he received many objections because most did not see a need for this product. Anton was engaged in:
   A. initial marketing.  
   B. pioneer selling.  
   C. advocacy marketing.  
   D. original selling.  
   E. venture marketing.

43. Which of the following is identified by the text as an underlying reason why buyers raise objections?
   A. The buyers want to challenge the fact that a particular salesperson's company does not permit any cash rebates.
   B. The buyers have more time than money.
   C. The buyers do not understand the concept of pioneer selling.
   D. The buyers misunderstand what the salesperson is describing.
   E. All of the above are identified by the text as an underlying reason why buyers raise objections.

44. Which of the following would BEST be classified as an objection to the features of the good or service the salesperson is selling?
   A. "Isn't your company new in this field?"
   B. "I'm not sure I can trust what you're saying."
   C. "We can't make a reasonable profit if we have to pay that much for merchandise."
   D. "Sorry, we're all stocked up."
   E. "I was looking for a darker shade of green."

45. Which of the following would be classified as an objection related to the product?
   A. "My company has always used Troy Refrigeration to repair our freezer display units."
   B. "I don't understand how your company's system can remove water vapor from our gas pipelines."
   C. "I recently heard that your company has had to declare bankruptcy."
   D. "I don't believe the money we would earn from using your company's sub sea oil production system would offset its costs."
   E. "I don't have the time to look at your company's line of laparoscopic surgical equipment today."
46. Which of the following would be classified as an objection to the company for whom the salesperson is selling?
   A. "Isn't your company new in this field?"
   B. "How do I know you'll meet that delivery schedule?"
   C. "We can't make a reasonable profit if we have to pay that much for merchandise."
   D. "Sorry, we're all stocked up."
   E. "I was looking for a lighter shade of red."

47. Which of the following is an example of an objection related to source?
   A. "You're not an engineer; you can't understand the difficulty of drilling for oil in sub sea conditions at 15,000 psi of pressure."
   B. "The lifelike quality of your silk flowers is just not worth the extra costs your company charges."
   C. "I need to take some time and consider if I want to pay $3500 for an industrial-strength vacuum cleaner."
   D. "I have always considered the Nitrile gloves to be of superior quality and have never considered buying another brand."
   E. "While I do need entertainment for the Winter Carnival, I have heard that this particular entertainer has shown up to perform drunk."

48. Which of the following is NOT an example of the "I don't like your company" objection?
   A. "Can your firm offer the same credit terms we've been receiving from Wiggins Company?"
   B. "How do I know you'll be in business next year?"
   C. "I wish you included free regular maintenance"
   D. "Your company isn't very well known, is it?"
   E. "I won't advertise on a station with such a small audience"

49. A major reason for a turnover (TO) is the:
   A. prejudice of the buyer.
   B. buyer's lack of funds to make a purchase.
   C. inadequacy of the salesperson's call frequency.
   D. inability of the salesperson to handle objections properly.
   E. salesperson's lack of product knowledge.

50. It has become clear the buyer at Leapheart Construction doesn't think April can handle her job as a supplier sales rep. She has been one of her firm's three most successful sales reps for the past seven years, and was recently assigned the Leapheart account due to a corporate restructuring. Leapheart in recent years has purchased about $15,000 worth of materials per quarter, but since April took the account, the volume has dropped drastically. Most of her sales calls end when the buyer, Sam, says something like, "Look, little lady, I don't need someone like you in here telling me how to build houses. Why don't you just run along and bake some cookies or something." April has been professional in every way, but now believes for the good of her firm the account should be given to a different salesperson who Sam might find more acceptable. The person who will handle the account in the future is Wayne. The change is called a(n):
   A. pressure transfer.
   B. conversion.
   C. turnover.
   D. clean sweep.
   E. territory waiver.
51. Ever since Alain first called on Premier Meat Packers, he has had trouble dealing with its purchasing agent who seems to resent the fact that Alain was born in France and speaks with a French accent. Alain actually lost a sale because the Premier agent contended that he couldn't understand Alain's accent. The agent thought Alain had promised delivery in two weeks, and the agent needed the order filled in two days. Due to problems like this and other condescending remarks made by the agent, a _____ is the best action for Alain's company.
A. pressure transfer
B. conversion
C. turnover
D. clean sweep
E. territory waiver

52. Which of the following is an example of an objection related to the price?
A."I do not understand why you think I need to replace bumper cars; no one has been injured in the ones we currently have.
B."I can't buy the landscaping services of your company because it is too new to have any kind of reputation at all."
C."The fresh cut tulips you want to sell me are not that superior in quality to other tulips that I can buy for less money."
D."I will not allow the carnival workers at this state fair to sell temporary tattoos because I believe they are trashy."
E."I don't think we need a shopping cart mover; we've just always let one of the stock boys cruise the parking lot and gather carts manually.

53. Which of the following is an example of an objection related to time?
A."We always get a special discount when we order more than two gross of T-shirts with our company name and logo imprinted on them."
B."I don't see how overalls made out of Tyvek are going to offer my employees any more protection than the overalls I usually order."
C"I understand your booking agency is being sued for its failure to provide a three-piece band for the cotillion ball, and I don't want to do business with you until that case is settled."
D"Give me a couple of days to look at some other amusement ride suppliers before I decide which rides to put into the new section of the amusement park."
E."I am not reordering from you because it took more than a month for your company to fill my last order."

54. Ramiro is cold calling on prospects for his company's office canteen management service. Which of the following objections is he NOT likely to encounter?
A. The buyer says she does not have time to discuss his proposal.
B. The buyer is not interested in his service.
C. The buyer has considered his proposal and decided it is not worth the cost.
D. The buyer has been harassed by other aggressive salespeople and does not want to meet with Ramiro.
E. The buyer is tired and not in the mood to listen.

55. Which of the following actions exhibits the positive attitude necessary to handle objections properly?
A. Treat the prospect as an adversary.
B. When you're right, don't be afraid to argue.
C. Pretend to be empathetic.
D. Answer sincerely.
E. Do all of the above.

56. The greatest evidence of Margaret's sincerity in dealing with her customers will be:
A. letters from other customers she has satisfied.
B. the things she says.
C. her company's reputation.
D. her actions.
E. certifications she has earned.
57. When dealing with objections, successful salespeople:
   A. are sincerely empathetic to the buyer's objections.
   B. make sure the objection is not just an excuse.
   C. develop and maintain a positive attitude about objections.
   D. forestall known concerns before they arise.
   E. do all of the above

58. When dealing with the buyer's objections, successful salespeople do NOT:
   A. develop and maintain a positive attitude about objections.
   B. relax and listen, never interrupt the buyer.
   C. postpone known concerns before they arise.
   D. make sure the objection is not just an excuse.
   E. anticipate objections in preparing helpful responses.

59. Which of the following statements about objections is FALSE?
   A. Objections present opportunities
   B. Prospects who object are showing some interest in your presentation
   C. The salesperson should be glad the prospect raised an objection
   D. Showing belligerence is an excellent way to encourage objections
   E. Real objections are logical to the prospect, no matter how they seem to the sales rep

60. When responding to a buyer's objection, a salesperson should:
   A. listen as though you have never heard that objection before
   B. hand the buyer a testimonial or other visual aid refuting that point as soon as you recognize the objection
   C. take that lull in your presentation as time to make sure the rest of your presentation notes are organized
   D. raise your hand and stop the buyer's objection as soon as you recognize it
   E. do none of the above

61. Which of the following statements about forestalling objections is true?
   A. It should be avoided in written proposals, since it may draw buyer attention to weaknesses that otherwise would not have been noticed.
   B. Salespeople use it to deal with aspects of their product offering that are not vulnerable to competition.
   C. Forestalling keeps prospects from having to publicly change their position, since the objection is never uttered.
   D. With skill a salesperson will eventually be able to forestall all objections.
   E. At all costs, avoid any mention of price.

62. "You'll notice the trimming machine requires workers to pull two levers at the same time. Although this may appear inconvenient, it assures the worker's hands will not be caught in the blades." In this example, the salesperson is ____ an objection regarding the extra effort required to use the trimming machine.
   A. revisiting
   B. denying
   C. predicting
   D. forestalling
   E. passing-up

63. At the beginning of her presentation, the Tharp Systems salesperson said, "I know my company's bar code label printer is slightly more expensive than the other brands, but my brand is the only one designed to work with Microsoft Windows applications. This makes it easier for your employees to learn to use because it is similar in operation to other computer programs you already use at this supermarket." In this example, the salesperson is ____ an objection about the cost of the bar code printer.
   A. revisiting
   B. denying
   C. predicting
   D. forestalling
   E. passing-up
64. The proactive method of anticipating objections and answering them before the customer has a chance to raise them is known as:
   A. pulling.
   B. predicting.
   C. forestalling.
   D. heading-off.
   E. postponing.

65. Rhonda is suspicious about Adam's statement that his company cannot afford her product. Her precall research on the firm suggested not only do they need the new piece of equipment, but also that financing can be obtained from a local bank. In fact, the more she thinks about it, there was something about the tone of his voice that makes her believe this was just a(n) _____ to hide his real objection to buying.
   A. explanation
   B. excuse
   C. motive
   D. thought
   E. objective

66. How do salespeople tell the difference between an excuse and a real objection?
   A. by observing how the buyer is acting
   B. by understanding what motivates people to buy
   C. by learning through experience
   D. by asking probing questions
   E. by doing all of the above

67. The results of a study showing that 70-100% of the time salespeople offer price discounts when in fact price was not the issue suggests salespeople should:
   A. observe how the buyer is acting before determining what percentage discount to offer.
   B. try to understand what motivates people to buy through relationship scenario planning.
   C. tell small lies rather than large ones.
   D. avoid asking probing questions so the customer will not talk about price.
   E. discover the true objection before offering what they think is a solution.

68. The results of a study suggest that salespeople are too quick to offer ____________ when that is not the customer's real objection.
   A. price discounts
   B. third-party testimonies
   C. indirect denials
   D. pioneer proposals
   E. boomerangs

69. Professor Donoho uses a nonverbal probing technique called FSQS or:
   A. frequent situational questioning satire
   B. forestalling situational question sequence
   C. feasible selective queue silence
   D. friendly silent questioning stare
   E. favorite singular question set

70. Karla has just learned about Professor Donoho's FSQS, friendly silent questioning stare method of responding to objections. She uses it in a meeting with a prospect the next day. Karla is using a ____________ method of probing.
   A. psychological manipulation
   B. nonverbal
   C. direct denial
   D. revisit
   E. acknowledge
71. Which of the following methods of handling a prospect's objection is only appropriate when the prospect's statement is blatantly untrue?
   A. direct denial
   B. compensation
   C. revisit
   D. acknowledge
   E. postpone

72. Anil sells television advertising time for one of the major radio stations in San Francisco. While talking to a local retailer, Anil was told, "All of your station's advertising time costs three times as much as my favorite radio station." Anil responded, "If you look carefully at our rate card, you will see that the costs you refer to are only for drive time. The rest of our rates are competitive with that other station, and we have twice as many listeners." Anil was using the _____ method to respond to a buyer's objections.
   A. direct denial
   B. compensation
   C. revisit
   D. acknowledge
   E. postpone

73. Which of the following methods of handling an objection is NOT appropriate to deal with an opinion expressed by the prospect?
   A. direct denial
   B. compensation
   C. revisit
   D. acknowledge
   E. postpone

74. As Thomas described his firm's landscape maintenance program to the buyer for Allentown Medical Center, the buyer interrupted, "Your program sounds like a winner, but I'm not interested in doing business because start-up landscaping firms go in and out of business in just a few months." Thomas responded with, "I'm sorry but that simply is not true of our firm. We have been in the business for over 15 years." Thomas's response is an example of what method of responding to objections?
   A. compensation
   B. indirect denial
   C. direct denial
   D. referral
   E. postpone

75. In the _____ method of handling objections, the salesperson tells the prospect the objection just presented is not true, but does so in a manner that softens the response.
   A. acknowledge
   B. referral
   C. postpone
   D. indirect denial
   E. turnaround

76. The buyer announces, "I will never buy that brand of knitting machine because it always knots my thread." The salesperson responds, "I'm sorry you had such a bad experience with our older model. Many of our other customers expressed similar frustrations, but I can assure you that the knotting problems do not exist on our latest model." The knitting machine salesperson is using the _____ method for dealing with objections.
   A. acknowledge
   B. indirect denial
   C. revisit
   D. forestall
   E. direct denial
77. Your buyer has just said, "Your machines break down more often than most of your major competitors' machines." You decide to reply using the indirect denial method to handle this objection. Which of the following statements is the best example of this method?
   A. "That's true. However, they are 30% less expensive. So they're still a better deal for you."
   B. "That simply is not true. Studies show that our machines break down no more often than our major competitors."
   C. "That may have been true at one time. In fact, before we introduced our new quality control management system that statement would have been right on target. However, things have changed."
   D. "I can see how you feel that way, others felt the same way, but they found that our machines don't break down as often."
   E. "You know, I think everyone should be as concerned about quality as you are."

78. Indirect denial should:
   A. never be used if the prospect has raised a valid point.
   B. be used only if the buyer's objection is used as a means of getting rid of the salesperson.
   C. be used if the buyer is expressing his or her opinion.
   D. only be used with expressives.
   E. be used if the buyer is accustomed to conducting trade-off analyses.

79. Which method for dealing with the prospect's objections shows the most explicit use of the multi-attribute model?
   A. the referral method
   B. the postpone method
   C. the compensation method
   D. the revisit method
   E. the acknowledge method

80. The _____ method of responding to objections acknowledges that the objection is valid, but then proceeds to offer some offsetting advantages of the good or service being sold.
   A. consultative
   B. compensation
   C. revisit
   D. acknowledge
   E. indirect denial

81. Every product has disadvantages as well as advantages. When buyers note the disadvantages and sales reps respond by admitting the disadvantages then turning the conversation to their product's strengths, which method of responding to objections are they using?
   A. compensation
   B. probing
   C. revisit
   D. acknowledge
   E. indirect denial

82. When Gary objected to the high cost of the copier Wynette was suggesting his office purchase, she replied, "The initial price is one of the highest on the market, but this copier offers the fastest pages per minute output rates available on the market, and has one of the two best maintenance records in the industry, so you know you'll be able to meet those critical production deadlines you told me about." Wynette is using the _____ method to respond to Gary.
   A. direct acceptance
   B. passover
   C. referral
   D. revisit
   E. compensation
83. "I realize that my company's bar code label printer is more expensive than others that you may be looking at, but the Tharp bar code label printer is designed for Microsoft Windows applications. Your employees will be able to learn how to operate our machine much faster than other brands because of their familiarity with Microsoft Windows. You won't experience any loss in productivity as this printer is brought into your system. It takes up to two weeks for employees to become comfortable using some of the other brand bar code label printers on the market." Which method for dealing with objections is the Tharp Systems salesperson using in this example?
   A. direct acceptance  
   B. passover  
   C. referral  
   D. revisit  
   E. compensation

84. The sequence of the referral method is important. Which of the following illustrates the correct sequence for the method?
   A. "I can see how you feel... others felt the same way... yet they found... "  
   B. "I often feel the same way... and others have felt the same way... yet they found…"  
   C. "I can see how you feel... I felt that way in the past... yet I found..."  
   D. "I can see how you feel... others felt the same way... and I have found..."  
   E. none of the above

85. According to the text, the use of a third-party testimonial letter strengthens the ______ method of responding to a prospect's objections.
   A. compensation  
   B. indirect denial  
   C. third-party opinion  
   D. referral  
   E. acknowledge

86. The referral method of responding to objections:
   A. should only be used on analyticals.  
   B. is an appropriate way to deal with almost any objections.  
   C. often appears canned.  
   D. makes explicit use of the multi-attribute model.  
   E. is often referred to as the superior benefit method.

87. As Innam responded to the personnel director's concerns about changing to the health care plan her firm offered, she said, "I can see why you feel that way. We do have a lot of forms to fill out. Others felt the same way, but they found that it is not nearly as cumbersome as they expected. Here's a letter from . . . ." Which method is Innam using to respond to this objection?
   A. compensation  
   B. revisit  
   C. indirect denial  
   D. direct denial  
   E. none of the above

88. When the club pro says, "I am concerned that our club members will find the low center of gravity in the Taylor clubs mess up their golf swings. The Taylor salesperson responded, "I understand how you feel about this club. The golf pro at Augusta felt the same way as you do until he tried the club for a month. He found the club to be easy to use and actually improved his average score." Which method of dealing with objections was the Taylor salesperson using?
   A. compensation  
   B. indirect denial  
   C. third-party opinion  
   D. referral  
   E. acknowledge
89. With the _____ method of responding to objections, the salesperson turns the objection into a reason for acting now.
   A. buy-now
   B. bounceback
   C. revisit
   D. ricochet
   E. backfire

90. The revisit method of responding to objections:
   A. calls for the salesperson to admit he or she doesn't know the answer to the prospect's concern, but to offer to find out.
   B. turns the objection into a reason to buy.
   C. attempts to reduce the significance of the objection in the prospect's mind.
   D. questions the prospect's sincerity in offering the objection.
   E. attempts to have the prospect answer their objection.

91. "Yes, I realize that this ointment has a peculiar smell, and you'll be glad it does some night when a sleepy patient goes to brush his teeth and doesn't use the ointment because of its smell. As we both know that kind of thing does happen, and our ointment could make someone very sick." This retail sales rep is using the _____ method to respond to an objection.
   A. SPIN
   B. "turn the tables"
   C. revisit method
   D. indirect denial
   E. acknowledge

92. "Yes, sir, the tops on this brand of spray paint are very difficult to remove, and you'll be glad they are. They are made that way to prevent children who might sneak into your storage shed to play, spraying paint everywhere, accidentally harming themselves and who knows what else." This retail sales rep is using _____ to respond to an objection.
   A. the SPIN method
   B. the "turn the tables" method
   C. the compensation method
   D. the indirect denial method
   E. the revisit method

93. "Yes, I know our resort facility is a long way from the city, but you'll find that the quiet and beauty of the area is conducive to very productive executive retreats. The sales rep for the resort was using the _____ to deal with a customer's objections.
   A. the SPIN method
   B. the "turn the tables" method
   C. the compensation method
   D. the indirect denial method
   E. the acknowledgement method

94. At times a buyer voices opinions or concerns more to vent frustrations than anything else. When this occurs, the text recommends the salesperson respond using the _____ method.
   A. direct denial
   B. acknowledge
   C. postpone
   D. referral
   E. compensation
95. While a salesperson was trying to describe a new textbook, the professor began to complain about the rising cost of textbooks. The salesperson responded with: "Yeah, it's not cheap to get a quality education these days." Then, after a pause, the salesperson continued, "Say, did I tell you who wrote the test bank that comes with this book?" Which method did the salesperson use to deal with this objection?
   A. direct denial
   B. acknowledge
   C. postpone
   D. referral
   E. compensation

96. Dana sells Surlyn isonomer resins, which are used in the packaging of meats. As she was making her sales presentation to the purchasing agent for a meat distributor, he said, "I sure do wish people would get over this idea that they only have to eat chicken. Good beef is getting harder and harder to find." Dana continued, "I enjoy a good steak myself." She paused briefly and then asked, "But, did you know that Surlyn can cut your packaging rejects in half?" Dana was using the _____ method to respond to this objection.
   A. direct denial
   B. acknowledge
   C. postpone
   D. referral
   E. compensation

97. When the buyer asked the price of the Ross meat slicer, the company's salesperson said, "If you don't mind, could we discuss that later after I show you how this slicer can handle everything from steaks to onions. Ross's salesperson was using the _____ method to respond to the buyer's objections.
   A. revisit
   B. compensation
   C. acknowledge
   D. forestall
   E. postpone

98. When the prospect asked how quickly replacement parts for the wood laminating machine could be delivered in the event of a part failure, the salesperson said, "Before we discuss replacement parts, let me explain to you how my company's machine reduces waste to a minimum and still produces beautiful laminations." What method for handling an objection was used in this example?
   A. revisit method
   B. compensation method
   C. acknowledge method
   D. forestalling method
   E. postpone method

99. Salespeople most often use the postponement technique to handle the _____ objection when it comes early in the sales presentation.
   A. need
   B. product
   C. source
   D. price
   E. time

100. If a salesperson uses the postponing method of responding to an objection and the prospect obstinately insists on an answer now, the salesperson should:
   A. answer the objection.
   B. repeat the request for permission to postpone the objection.
   C. directly refuse and continue with the original presentation plan.
   D. attempt to change the subject.
   E. ask to reschedule the appointment to a better time.
101. Dhiresh is making a presentation to a group of buyers. He knows he will encounter objections. Which of the following is NOT one of the strategies he should use to address objections when selling to the group?

A. He should rephrase the objection and try to get a sense of whether other buyers share the concern.
B. He should respond to the objection by addressing all of the buyers.
C. He should make sure that all of the buyers are satisfied with his response before moving on in his presentation.
D. He should focus his attention to the individual offering the objection and use either the postpone or acknowledge method of dealing with the objection.
E. He should ask whether other buyers have the same problem.

102. Constance sells a multilingual information service. She has just encountered a price objection from a prospective client. Applying the two-step approach to this objection, the first thing she should do is:
A. try to look at the objection from the customer's viewpoint
B. determine which services are most important to the average customer and sell them
C. sell the importance of being able to communicate in multiple languages rather than the price
D. adjust the presentation and offer fewer language options
E. try to lower the price by eliminating certain services the prospect can perform in-house

103. Price objections are best handled from a two-step approach. The second step is to:
A. try to look at the objection from the customer's viewpoint.
B. determine what emotional needs the prospect is trying to fill.
C. sell value and quality rather than price.
D. adjust the presentation and present a lower priced product.
E. try to negotiate a change in some other part of the deal so the price can be lowered.

104. There are several companies that work with manufacturers to prevent unscheduled downtimes by providing equipment maintenance and lubrication. A salesperson for Mobil Oil, whose subsidiary Mobil Planned Engineering Service is one of the providers of such a service, could use _____ to build value.
A. brand image
B. egotism
C. company reputation
D. the salesperson
E. services

105. Aziz has just been hired as sales manager for Blackbeard, a new software company selling customized accounting systems for non-profit organizations. He is trying to anticipate objections customers will have to his company's products. What five major types of objections can he anticipate? Create an example of each type of objection.

106. Responding to objections in a helpful manner requires careful thought and preparation. What are some of the traits and behaviors salespeople can commit to when preparing to respond to objections?
107. Discuss the importance of forestalling as a strategy.

108. How can a salesperson separate excuses from objections?

109. Under what conditions should the salesperson make use of the direct denial method for handling objections?

110. When a prospect offers an opinion or a valid objection what are the five methods a salesperson can use to respond to the objection?

111. A prospect raises an objection, saying their customers do not care for your company's products. Create a referral response to the prospect's objection.

112. One common method for dealing with a prospect's objections is the acknowledge method. When should this method NOT be used?
113. For what type of objection will the salesperson be most likely to use the postpone method of dealing with the prospect's objections?

114. Responding to objections when selling to groups requires special attention. What strategies should be used to address objections in group sales presentations?

115. In the opening profile what advice does Rachel Gober offer for handling objections?

116. In which type of selling do salespeople have the greatest difficulty establishing a need in the buyer's mind?

117. What strategy will many selling firms use when the buyer has difficulty dealing with a particular salesperson?

118. What is the first trait salespeople need in handling objections?
119. What can objections create for salespeople?

120. What can salespeople do about predictable objections?

121. The Interface carpet salesperson knew the motel chain buyer would be skeptical that carpet made from corn could be as soft and pliable as carpet made from nylon, so he brings both types of carpet tile to the sale and lets the buyer examine them closely. What was the carpet salesperson doing when he invited to buyer to look at the carpet tile before actually beginning his sales presentation?

122. The buyer for the motel chain that is considering the use of Interface carpet made from corn instead of the commonly used petroleum-based nylon has just raised an objection concerning the carpet's resiliency to stains. What should the Interface carpet salesperson do once he realizes that the buyer is expressing an objection?

123. The buyer for the motel chain told the Interface carpet salesperson who was selling carpet made of corn instead of petroleum-based nylon, said, "I just have to believe that if I need replacement carpet tile down the road that Interface will not have them because this is some kind of environmental fad." The Interface carpet salesperson responded, "I can assure you the product is not a fad. Interface would not have invested millions of dollars in perfecting this technology if it were a fad." Why is the use of direct denial imprudent in this situation?
124. The sailor who was preparing to join a crew sailing a clipper ship replica from New York to the coast of France told the Panasonic salesperson, "I'd love to record the trip on a computer, but there is no computer in the world that can withstand the weather conditions we're likely to run into." The salesperson responded, "I understand what you are saying, and I agree that five years ago there was not a laptop computer anywhere that could withstand extreme water conditions. But Panasonic has developed the CF-M34 laptop, specifically for rough weather conditions. It was tested on oil well drilling platforms under the most rigorous conditions, and the CF-M34 never failed to operate as expected." What method for handling objections did the salesperson use?

125. Al Young is an environmentalist, and he is talking to a salesperson about the possibility of getting a computer notebook to take on a trip to the Brazilian rainforest. "You just have to realize what kind of weather conditions we operate in--high humidity, heat, and torrential rains are every day occurrences." The salesperson responded, "I know how you feel. It's hard to believe the Panasonic CF-M34 can withstand extreme environments. John Myers, felt the same way when he got a CF-M34 to take with him when he went out on an oil drilling platform in the North Sea. He found the CF-M34 operated well in extreme weather conditions and has recommended the notebook to several friends." What method of handling objections was used here?

126. The prospect wants a notebook computer to take with him on an archeological dig in the Yucatan peninsula, "I just can't believe there is a notebook computer made that can withstand the weather extremes that I'm likely to find at the dig." The salesperson handed him a letter from a customer that had taken a Panasonic CF-M34 with her on a trip to the Brazilian rainforest. The letter was extremely complementary of how the CF-M34 notebook operated in extreme weather conditions and when held in awkward positions. What method of handling objections did the salesperson use?

127. The prospect said, "No shoe company can provide shoes for every member of my crew. I have a woman on the crew that wears a size 5 narrow and a 6'8" man whose foot is big enough to wear the shoe box." The Red Wing shoe salesperson responded, "I know that crews can have a wide size range and that's exactly why you need to buy Red Wing shoes. We have several styles of work boots in every size imaginable." What method for handling objections was used here?
128. What strategy for dealing with objections is appropriate when a buyer is venting frustration?

129. Carmen is making a PowerPoint presentation when the prospect interrupts her with an objection that she has anticipated and will address in a subsequent slide. What strategy could Carmen use to address the objection?

130. Cory is making a presentation to a group of buyers from an agricultural co-op. One of the buyers offers an objection to Cory's products. What is the first thing Cory should do?

131. According to salespeople, what is the most frequently mentioned obstacle to obtaining a purchase commitment?
ch10 Key

1. (p. 261) TRUE
2. (p. 262) FALSE
3. (p. 262) TRUE
4. (p. 262) FALSE
5. (p. 262) TRUE
6. (p. 263) FALSE
7. (p. 263) FALSE
8. (p. 264) TRUE
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24. (p. 273) TRUE
25. (p. 277) TRUE
26. (p. 284) FALSE
27. (p. 281) TRUE
28. (p. 282) TRUE
29. (p. 282) FALSE
30. (p. 282) TRUE
31. (p. 261) D
32. (p. 262) E
33. (p. 262) C
34. (p. 262) A
35. (p. 263) E
36. (p. 263) A
37. (p. 265) B
38. (p. 264-266) B
39. (p. 266) C
40. (p. 264-266) A
41. (p. 264) B
42. (p. 264) B
43. (p. 264-265) D
44. (p. 264-265) E
45. (p. 265) B
46. (p. 266) A
47. (p. 266) A
48. (p. 266) C
49. (p. 266) A
50. (p. 266) C
51. (p. 266) C
52. (p. 267) C
53. (p. 268) D
54. (p. 268) C
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61. (p. 269) C
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66. (p. 272) E
67. (p. 272) E
68. (p. 272) A
69. (p. 274) D
70. (p. 274) B
71. (p. 274) A
72. (p. 274) A
73. (p. 274) A
74. (p. 274) C
Examples will vary.
105. (p. 264) He can anticipate objections related to needs, the products, the source, price, and time.
Instructors may want to specify how many traits and behaviors they expect students to list.
- Be sincerely empathic to the buyer's objections
- Make sure that the objection is not just an excuse
- Address known problems before the buyer does
- Relax and listen and never interrupt the buyer
- Anticipate objections and prepare helpful responses
- Commit to always telling the truth
- Develop and maintain a positive attitude about objections

106. (p. 268) The text lists seven traits and behaviors including:

107. (p. 269) Forestalling is important in written proposals because immediate feedback between buyer and seller is not possible.

108. (p. 272) It is often difficult separate the two but, determining whether the buyer is serious about their job, is qualified to buy, and acts professionally can help a salesperson separate excuses from objections.

109. (p. 274) The direct denial method must be used with caution because no one likes to be told he or she is wrong. It is appropriate only when the objection is blatantly inaccurate and potentially devastating to the presentation. To use the direct denial method, the salesperson must have facts to back up the denial.

110. (p. 273) The five common methods of responding to valid objections are compensation, referral, revisit, acknowledge, and postpone.

111. (p. 277) Answers will vary but should start with a statement saying "I can certainly see how you feel," followed by acknowledging that others have felt that way, followed by a statement about what others have found.

112. (p. 278) The acknowledge method should not be used if the objection raised is factually false. Also, it should not be used if the salesperson, through probing, could help clarify the buyer's thinking on the topic. Experience is the key to when to use the acknowledge method.

113. (p. 279) Salespeople make most use of the postpone method when a price objection occurs early in the presentation.

114. (p. 282) Rephrase the objection and try to get a sense of whether other buyers share the concern. Respond to the objection by addressing all of the buyers. Make sure that all of the buyers are satisfied with your response before moving on in your presentation. Ask whether other buyers have the same problem.

115. (p. 261) (1) anticipate objections and prepare your response, (2) reduce objections from the beginning by helping the buyer to trust you, and (3) ask questions and listen to the answers.

116. (p. 264) In pioneer selling

117. (p. 264) Turnover

118. (p. 263) Develop a positive attitude

119. (p. 264) opportunities

120. (p. 268) anticipate them and prepare a response

121. (p. 269) forestalling an objection

122. (p. 271) Listen carefully and do not interrupt the buyer.

123. (p. 274) The buyer is simply stating an opinion.

124. (p. 272) indirect denial method

125. (p. 277) referral method

126. (p. 277) third-party testimonial

127. (p. 277) revisit method

128. (p. 278) acknowledge strategy

129. (p. 279) postpone strategy

130. (p. 282) Rephrase the objection and see if others in the group share the concern.
131. (p. 281) the price objection
### Summary

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<th>Category</th>
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<tr>
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