

ch14

Student: _____

1. Personal selling techniques vary very little from country to country.
True False
2. While face-to-face with prospects, a salesperson can adjust what he or she says or does to take into consideration culture and other behavioral influences.
True False
3. Personal selling is often a company's largest single operating expense.
True False
4. About 10 percent of the total U.S. labor force is in sales work.
True False
5. In the U.S., almost as many people are employed in sales work as in advertising.
True False
6. About 20 times more people are employed in selling than in advertising.
True False
7. Good salespeople try to help customers buy by presenting both the advantages and disadvantages of a product--and showing how it will satisfy the customer's needs.
True False
8. Good salespeople try to sell the customer, irregardless of other factors.
True False
9. Salespeople often are responsible for representing the customer inside their own company as well as representing their company to the customer.
True False
10. Salespeople may represent their company to customers and, in turn, represent their customers within the company.
True False
11. Sales reps often must plan whole marketing strategies for their own geographic territories.
True False

12. Although the salesperson's job may change constantly, there are three basic sales tasks.

True False

13. The three basic sales tasks are order getting, order taking, and sales prospecting.

True False

14. The three basic sales tasks are order-getting, order-taking, and supporting.

True False

15. A salesperson's main task might be order getting, order taking, or supporting, but sometimes one salesperson does all three tasks.

True False

16. A salesperson who aggressively seeks out possible buyers with a well-organized sales presentation designed to sell a product is a missionary sales rep.

True False

17. Order getters are concerned with finding new opportunities for the company.

True False

18. Order getters are even more important for business products than for consumer products.

True False

19. Producers of all kinds of products, especially consumer products, have a great need for order getters.

True False

20. A good order getter tries to sell solutions to the customer's problems--not just physical products.

True False

21. Agent wholesalers--particularly manufacturers' agents and brokers--are often order getters.

True False

22. A wholesaler's order-getting salespeople are likely to be paid more than its order takers.

True False

23. Retail order getters are usually needed for unsought consumer products, and are desirable for heterogeneous shopping products as well.

True False

24. Homogeneous shopping products need order getters more than heterogeneous shopping products.

True False

25. Order getters complete most sales transactions.

True False

26. A salesperson who completes routine sales made regularly to target customers is an order taker.

True False

27. Order takers should work on improving the whole relationship with the customer, not just on completing a single transaction.

True False

28. A producer's order taker may explain details, handle complaints, and train the customer's employees.

True False

29. Missionary salespeople usually work for wholesalers and provide special promotion help to producers whose products are widely distributed.

True False

30. Developing goodwill and stimulating demand are tasks performed by missionary salespeople.

True False

31. Scientists or engineers--who may have little interest in sales but do provide technical assistance to order getters--are called technical specialists.

True False

32. Customer service reps are usually specialists who are involved in helping potential customers before a purchase is made.

True False

33. Customer service reps are more useful for "keeping" customers, rather than "winning" new customers.

True False

34. Customer service is different from the service that is part of the product that a customer buys because it usually involves a breakdown in some aspect of the marketing mix.

True False

35. When a customer service rep works to solve a customer's problem, it often involves taking steps to remedy what went wrong.

True False

36. Providing effective customer service is relatively simple--because it is usually clearer how to repair a negative experience than it is to provide an initial purchase experience that is satisfying to the customer.

True False

37. From a marketing management perspective, it's best to think of customer service as part of Promotion, not part of Product.
- True False
38. Poor customer service is likely to reduce a firm's customer equity.
- True False
39. Customer service reps are customer advocates, but they need company support.
- True False
40. Team selling might involve a technical specialist, an order getter, and a customer service rep all working together on a specific account.
- True False
41. Team selling occurs when different people work together on a specific account.
- True False
42. A major accounts sales force is used when a company wants to be certain that its most important customers get a special selling effort.
- True False
43. Moen, a maker of plumbing fixtures, employs a major accounts sales force and gives special attention and support to the firm's largest accounts such as Home Depot and Lowe's.
- True False
44. Although telephone selling by an inside sales group can save time and money in business markets, it has been declining in recent years.
- True False
45. Telemarketing can help a firm extend its personal selling efforts to new target markets without investing a lot of time and money.
- True False
46. Toll-free telephone lines are not very practical for getting direct feedback from final consumers.
- True False
47. When deciding how many salespeople are needed, the first step is to determine how many sales reps are used by competing companies.
- True False
48. Sales managers often divide sales force responsibilities based on the seniority of the salespeople.
- True False

49. Even though some sales tasks can be handled effectively and economically using technology, a sales rep is still needed to build relationships.

True False

50. Digital self service is particularly effective when the customer needs routine information on a recurring basis.

True False

51. Digital self service is particularly effective when the customer problem is serious.

True False

52. The more serious a customer's problem, the more likely digital self service can fix it.

True False

53. It is primarily the sales manager's job to decide what types of information technology tools salespeople need and how they will be used.

True False

54. It is the sole responsibility of the sales manager to decide what types of tools are needed and how they will be used.

True False

55. Some firms are adopting new software and hardware technologies to get a competitive advantage in personal selling.

True False

56. Because the use of new information technologies can change how well the sales job is done, their use should be left to individual sales reps.

True False

57. A company that provides its sales reps with information technology tools should expect that reps will do a better job with administrative tasks but that they will be less effective in their actual sales calls.

True False

58. The sales manager's decision to use new information technologies has costs as well as benefits.

True False

59. Using multiple interviews and background checks to select "born salespeople" works so well that it almost guarantees success.

True False

60. A job description is a written statement of what a salesperson is expected to do.

True False

61. Job descriptions are not necessary for personal selling because all salespeople are expected to do the same task--sell products.
- True False
62. The job description should provide clear guidelines concerning (1) who should be selected, (2) how they are trained, (3) how well they are performing, and (4) how they should be paid.
- True False
63. Firms often hire new salespeople and immediately send them out on the road.
- True False
64. A firm's initial sales training program should cover company policies, product information, building relationships with customers, and selling skills.
- True False
65. Salespeople usually earn more than top management.
- True False
66. A company's salespeople are usually paid more than its office help or production workers, but less than top management.
- True False
67. Regarding sales force compensation, straight salary gives the most security for a salesperson, while straight commission gives the most incentive.
- True False
68. Most sales managers offer their salespeople a "combination plan" because this method of compensation provides a balance between incentive and security.
- True False
69. A sales manager who wishes to supervise and control his salespeople's activities closely should pay them a straight salary instead of a straight commission.
- True False
70. A salesperson on a commission salary earns the same amount regardless of how he or she spends time.
- True False
71. Incentives that just focus on short-term sales objectives may not motivate sales reps to develop long-term, need-satisfying relationships with their customers.
- True False
72. A sales quota is the specific sales or profit objective a salesperson is expected to achieve.
- True False

73. Regarding sales force compensation, straight commission increases the firm's need for working capital.
True False
74. Small companies that have limited working capital or uncertain markets often prefer to use straight salary compensation plans.
True False
75. Using sales reps who are paid a straight commission is similar to using manufacturers' reps.
True False
76. Prospecting involves following all the "leads" in the target market.
True False
77. Prospecting involves following all the leads in the target market to identify potential customers.
True False
78. Prospect lists or a CRM database can help salespeople do a better job with prospecting.
True False
79. A salesperson's request for an order during a sales presentation is called a "close."
True False
80. A customer's effort to keep a salesperson from completing a sales presentation is called a "close."
True False
81. The main advantage of the prepared sales presentation approach is that it tends to work equally well with different types of customers.
True False
82. A canned approach has a weakness that is it treats all potential customers differently.
True False
83. The prepared sales presentation involves developing a good understanding of the individual customer's needs before trying to close the sale.
True False
84. The most suitable sales presentation for prospective customers whose needs are very different is the "consultative selling approach."
True False
85. The "consultative selling" sales presentation is fast and requires little skill.
True False

86. The "selling formula approach" to sales presentations assumes that something is known about the target customer's needs and attitudes.

True False

87. The selling formula approach starts with a prepared presentation outline.

True False

88. The "selling formula" approach to making a sales presentation is really a combination of the "prepared sales presentation" approach and the "consultative selling" approach.

True False

89. The AIDA sequence can help a sales manager evaluate a possible sales presentation.

True False

90. Each sales manager and salesperson needs to think about the AIDA sequence in deciding what sales approach to use and in evaluating a possible presentation.

True False

91. In general, most sales presentations follow the sequence of stages in the AIDA model.

True False

92. Marketing managers should make specific strategy decisions about:

- A. how many and what kind of salespeople are needed.
- B. how salespeople should be compensated and motivated.
- C. what kind of sales presentation should be used.
- D. how salespeople should be selected and trained.
- E. All of the above.

93. Personal selling

- A. is important to business firms, but only about 1 percent of the U.S. labor force does personal selling work.
- B. is often a company's largest single operating expense.
- C. requires only that the sales rep have an engaging smile, a big expense account, and the ability to get along well with people.
- D. All of the above are true.
- E. None of the above is true.

94. Which of the following statements about personal selling is FALSE?

- A. Good salespeople present both the advantages and the disadvantages of their products.
- B. Helping to buy is good selling.
- C. Personal selling is often a company's smallest single operating expense.
- D. A salesperson is often a representative of the whole company.
- E. None of the above is false.

95. At least _____ percent of the total U.S. labor force do sales work.

- A. 20
- B. 10
- C. 30
- D. 50
- E. 40

96. Good marketing managers know that:

- A. most salespeople are "bags of wind."
- B. good salespeople try to help customers buy.
- C. the role of the salesperson has been down-graded in business marketing.
- D. organizational buyers have little use for salespeople.
- E. the salesperson's job is to "get rid of the product."

97. Good salespeople:

- A. Help customers buy.
- B. Are never the only link between the firm and its customers.
- C. Are not part of the marketing information function for the firm.
- D. Are not expected to be marketing managers in their own territories.
- E. All of the above.

98. A professional salesperson:

- A. may negotiate prices or diagnose technical problems when a product doesn't work well.
- B. doesn't try to "sell" customers, but rather tries to help them satisfy their needs.
- C. is a representative of the whole company.
- D. is responsible for feeding back information about customers and competitors.
- E. All of the above.

99. Salespeople are likely to be responsible for:

- A. providing market information to the firm.
- B. providing technical support.
- C. attaining sales goals.
- D. maintaining customer relations.
- E. Any of the above.

100. A professional salesperson:

- A. is only expected to "get rid of the product."
- B. has only one basic job--to communicate the company's story to customers.
- C. may be given a title such as field manager or market specialist.
- D. is expected to overcome the customer's objection--whatever it may be.
- E. All of the above.

101. Which of the following statements about a salesperson's role is TRUE?

- A. The salesperson rarely serves as a link between the firm and its customers.
- B. The salesperson represents the customer back inside the selling firm.
- C. The salesperson also holds titles such as management specialist and chief engineer.
- D. The salesperson only aims to *sell* the customer.
- E. A salesperson is seldom responsible for negotiating prices or diagnosing technical problems.

102. Some salespeople are expected to act as "marketing managers" in their own geographic territories and decide:

- A. how they will allocate their promotion money and their own time.
- B. which customers they will aim at.
- C. which intermediaries they will rely on or help.
- D. which products in the company's line they will push aggressively.
- E. All of the above.

103. A salesperson may have to make choices about

- A. which particular products in the whole line to push most aggressively.
- B. what specific target customers to aim at.
- C. how to adjust prices.
- D. which intermediaries to rely on or help.
- E. All of the above.

104. According to the text, a salesperson may have choices about all of the following except

- A. what target customers to aim at.
- B. which particular products to emphasize.
- C. which intermediaries to rely on or help.
- D. what to manufacture.
- E. how to adjust prices.

105. Which of the following is NOT one of the basic sales tasks?

- A. Order-taking
- B. Supporting
- C. Sales-promoting
- D. Order-getting
- E. None of the above, i.e. all are basic sales tasks

106. Which of the following descriptions of the three basic sales tasks is CORRECT?

- A. ORDER-TAKING: various activities aimed at getting sales in the long run.
- B. SUPPORTING: routine completion of sales made regularly to target customers.
- C. ORDER-GETTING: seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- D. All of the above are correct.
- E. None of the above is correct.

107. Which of the following is an accurate description of the sales task listed?

- A. Supporting: routinely completing sales made regularly to target customers.
- B. Order getting: confidently seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- C. Order taking: developing goodwill, stimulating demand, explaining technical aspects of product, training the intermediary's salespeople, and performing other specialized services aimed at obtaining sales in the long run.
- D. All of the above are correct.
- E. None of the above is correct.

108. A salesperson who seeks possible buyers with a well-organized sales presentation designed to get new business is:

- A. a technical specialist.
- B. a supporting salesperson.
- C. an order getter.
- D. a missionary salesperson.
- E. an order taker.

109. A salesperson who seeks possible buyers with a well-organized sales presentation designed to sell a good, service, or idea is called a(n) _____.

- A. Influencer
- B. Order-getter
- C. Order taker
- D. Order-generator
- E. Gatekeeper

110. Order getters

- A. are concerned with establishing relationships with new customers and developing new business.
- B. sell to the regular or established customers, complete most sales transactions, and maintain relationships with their customers.
- C. usually handle all adjustments or complaints.
- D. routinely complete sales made regularly to target customers.
- E. are usually responsible for answering any final questions and completing the sale.

111. A good order getter:

- A. is likely to use a high level of personal persuasion.
- B. is especially important for selling installations and accessory equipment.
- C. needs "know how" to help solve customers' problems.
- D. All of the above are true.
- E. None of the above is true.

112. Order-getting salespeople would be required for which one of the following jobs?

- A. Helping a buyer plan and install a computer and software for use as a website server.
- B. Helping drug retailers figure out better ways to display and promote their products.
- C. Seeking orders from supermarket buyers for a new brand of high protein diet supplement that has been added to the company's line.
- D. "Helping" an indecisive consumer in a supermarket select the kind of meat she should buy for dinner.
- E. Handling a complaint from a furniture store about a shipment that is late.

113. Customers for complicated installations and accessories usually expect a sales rep

- A. to know all the technical details of the product.
- B. to be able to discuss general business conditions with their top executives.
- C. to know the details of the customer firm's particular applications of the product.
- D. All of the above are likely to be expected.
- E. None of the above is likely to be expected.

114. Which of the following types of salespeople is essential for selling installations to producers?

- A. Order takers
- B. Missionary salespeople
- C. Customer service reps
- D. Order getters
- E. Technical specialists

115. Order getters:

- A. may make a sale by helping a customer solve a business problem.
- B. are more likely to be used with homogeneous shopping products than heterogeneous shopping products.
- C. are used in business markets but not in consumer markets.
- D. generally rely on a routine "canned" sales presentation.
- E. All of the above are true.

116. Byron Coffey is a sales rep for a producer of fiberglass roofing shingles. He tries to persuade building materials wholesalers to switch from competing producers. Byron is:

- A. an order taker.
- B. an order getter.
- C. a supporting salesperson.

117. Dimitri Kojak works for a producer of industrial elevators. He knows all the technical details of the many different ways they are used by business customers. He makes presentations to new prospects and eventually gets a share of their business. Dimitri is:

- A. a member of the firm's major accounts sales force.
- B. a missionary salesperson.
- C. a technical specialist.
- D. a producer's order getter.
- E. a customer service rep.

118. Chemco, Inc., a three-year-old producer of chemicals, has just hired a manufacturers' agent. The agent

- A. is probably replacing a company order getter who built up the territory.
- B. should assume that Chemco won't ever hire its own sales force for the territory.
- C. may lose the business when the territory gets to the point where it can be handled by an order taker.
- D. All of the above are equally likely.
- E. None of the above is a good answer.

119. A producer of business supplies is using manufacturers' agents to do:

- A. merchandising.
- B. order-getting.
- C. order-taking.
- D. technical advising.
- E. supporting activities.

120. Skye West is a manufacturers' agent. Skye is most likely to have responsibilities like those of

- A. a wholesaler's order taker.
- B. a producer's order taker.
- C. a producer's supporting salesperson.
- D. a retail order taker.
- E. a producer's order getter.

121. Kyra Hanover is an order getter for a modern wholesaler. Kyra is LEAST likely to be involved with:

- A. repairing products returned to retailers by customers.
- B. conducting demonstrations for retailers' salespeople and customers.
- C. checking stock to determine what retailers should order.
- D. helping to plan special promotions and advertising for retailers.
- E. serving as a marketing advisor to her retailers.

122. Retail order getters are usually required for:

- A. unsought products.
- B. heterogeneous shopping products.
- C. impulse products.
- D. All of the above.
- E. A and B only.

123. Retailers of expensive heterogeneous shopping products usually have a strong need for:

- A. order takers.
- B. technical specialists.
- C. merchandisers.
- D. order getters.
- E. supporting salespeople.

124. Paul Osborne is an agent for a major insurance company. He is responsible for building his own network of clients who purchase insurance policies and other financial services from him. He schedules appointments with prospective clients, makes sales presentations, and provides policy service after the sale. Paul is a(n)?

- A. Order taker.
- B. Order getter.
- C. Supporting salesperson.
- D. Sales technician.
- E. Sales manager.

125. Jan Alvarez works for a cable TV company in a large city. She makes telephone calls during the early evening and tries to sell cable services to nonsubscribers. Jan is
- A. a technical specialist.
 - B. a sales promotion specialist.
 - C. an order taker.
 - D. an order getter.
 - E. a customer service rep.
126. Tamika White is a sales associate for a prestigious jewelry store. When she started with the store, she relied almost completely on serving customers who just happened to walk into the store and who knew exactly what they wanted—all she had to do was ring up the sale. With experience, she began to gather information about her customers and use them as a source of referrals. She now maintains a large database of her current customers, regularly communicates with them to keep track of their needs, and actively solicits referrals to new customers. When she gets a new referral, Tamika sends the prospective client an invitation to visit the store so that she can work with him/her personally. As a result, her sales are almost all from current customers and referrals, with almost no sales from casual "walk-in" customers. Tamika started out as a(n) _____, but has now become a(n) _____.
- A. Order getter; supporting salesperson.
 - B. Order taker; supporting salesperson.
 - C. Supporting salesperson; order taker.
 - D. Order taker; order getter.
 - E. Order getter; order taker.
127. Routine completion of sales made regularly to target customers is done by:
- A. an order taker.
 - B. a merchandiser.
 - C. a detailer.
 - D. an order getter.
 - E. a supporting salesperson.
128. A good sales manager knows that:
- A. order takers usually do very little aggressive selling.
 - B. order takers can be used by wholesalers--but not by producers.
 - C. order getters complete almost all sales in our country.
 - D. whenever possible, order takers should be replaced by order getters.
 - E. All of the above.
129. Order takers:
- A. are not necessary if the firm has good order getters.
 - B. are the routine contact people in the sales force.
 - C. usually don't call on customers.
 - D. do not require any specialized training.
 - E. All of the above are correct.

130. Order takers are concerned with:

- A. establishing relationships with new customers and developing new business.
- B. selling to regular customers, completing most sales transactions, and maintaining relationships with their established customers.
- C. seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- D. selling unsought and heterogeneous shopping products.
- E. working with customers to resolve problems that arise with a purchase, usually after the purchase has been made.

131. Order taking involves:

- A. establishing relationships with new customers and developing new business.
- B. selling to new customers.
- C. seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- D. enhancing the relationship with the customer and getting sales in the long run.
- E. routinely completing sales made regularly to target customers.

132. Regarding personal selling, good sales managers know that:

- A. many orders are lost simply because the salesperson didn't ask for the order.
- B. salespeople should spend the same amount of time with each prospect.
- C. the sales rep has very little influence on a prospect's response.
- D. good salespeople are born--not taught.
- E. All of the above.

133. An order-taking sales rep would be MOST appropriate for a producer of:

- A. cleaning materials for maintenance--calling on regular customers.
- B. designer clothing--calling on possible new retailers.
- C. laptop computers--selling to manufacturers who don't yet have any computers.
- D. airplanes--calling on possible corporate jet customers.
- E. a new brand of DVD system--calling on wholesalers.

134. A producer's order taker

- A. usually has little opportunity to increase sales in a territory.
- B. is expected to help customers when something goes wrong with the marketing mix.
- C. doesn't have to make sales presentations or keep customers informed about new developments--order getters do these tasks.
- D. All of the above are true.
- E. None of the above is true.

135. An established merchant wholesaler of business supplies would rely mainly on:

- A. merchandisers.
- B. order takers.
- C. order getters.
- D. supporting salespeople.
- E. missionary salespeople.

136. Mark Johnson's business card says he is a "Customer Service Representative" for OceanView Metal Industries--a wholesaler of standardized steel components used in construction. Mark answers customer questions about the firm's products and arranges for routine orders to be sent to the customer's construction site. It appears that Mark is primarily:
- A. a missionary salesperson.
 - B. a technical specialist.
 - C. an order taker.
 - D. an order getter.
 - E. none of the above.
137. Andrea Mercer is tired of being a manufacturers' agent of accessories sold through merchant wholesalers. She is willing to accept a lower income for less travel and stress. She also wants to continue selling in the same industry so that her experience and business degree will not be wasted. Andrea should look for a job as a:
- A. producer's order getter.
 - B. wholesaler's order taker.
 - C. retail order taker.
 - D. technical specialist for a manufacturer.
 - E. None of the above fits her needs.
138. A Wendy's fast-food restaurant needs _____ to serve its customers.
- A. merchandisers
 - B. order takers
 - C. order getters
 - D. hucksters
 - E. supporting salespeople
139. People who help order-oriented salespeople--but don't try for orders themselves are:
- A. technical specialists.
 - B. missionary salespeople.
 - C. supporting salespeople.
 - D. All of the above.
 - E. None of the above.
140. _____ would be LEAST LIKELY to use supporting salespeople.
- A. Supermarkets
 - B. Producers of prescription drugs
 - C. Producers of business accessories
 - D. Producers of consumer staples
 - E. Merchant wholesalers of installations

141. Missionary salespeople

- A. work with customers to resolve problems that arise at the time of purchase.
- B. work for producers calling on their intermediaries and their customers.
- C. provide technical assistance to order-oriented salespeople.
- D. work with customers to resolve problems that arise with a purchase, usually after the purchase has been made.
- E. provide information about products, explain company policies, and even negotiate prices or diagnose technical problems.

142. According to the text, missionary salespeople are sometime called as

- A. customer service reps.
- B. technical specialists.
- C. detailers.
- D. order takers.
- E. account managers.

143. These salespeople try to develop goodwill and stimulate demand, help intermediaries train their salespeople, and often take orders for delivery by intermediaries.

- A. Order takers
- B. Customer service reps
- C. Missionary salespeople
- D. Technical specialists
- E. Account representatives

144. Missionary sales reps:

- A. are order takers.
- B. are sales reps in training.
- C. are customer service reps who resolve problems after purchases have been made.
- D. help train intermediaries' salespeople and set up retail displays.
- E. do a lot of aggressive selling.

145. A salesperson works for a producer, calls on intermediaries and their customers, tries to develop goodwill while stimulating demand, but doesn't take any orders for the producer's products. This salesperson is a(n):

- A. Order getter.
- B. Technical specialist.
- C. Missionary salesperson.
- D. Order taker.
- E. Sales manager.

146. The sales manager for a producer of consumer convenience products should recognize that the company may need:

- A. order getters to sell its established line to regular wholesaler customers.
- B. missionary salespeople to support its wholesalers.
- C. order takers to open up new territories.
- D. technical specialists to sell to purchasing agents.
- E. All of the above.

147. A large producer of snack foods feels that retailers do not promote its products aggressively enough--because they also sell competitors' products. The producer should use some:
- A. missionary sales reps.
 - B. more aggressive sales reps.
 - C. order takers.
 - D. order getters.
 - E. manufacturers' agents.
148. A large appliance manufacturer has adequate wholesale and retail distribution--but is concerned that the intermediaries do not push its products aggressively enough--because they also carry competitive lines. The manufacturer should hire some:
- A. missionary salespeople.
 - B. order getters.
 - C. order takers.
 - D. technical specialists.
 - E. customer service reps.
149. A salesperson for cold remedy products visits pharmacists during the cold season and encourages them to use a special end-of-aisle display for his firm's cough syrup and then helps set up the display. The salesperson is a(n)_____.
- A. Customer service representative
 - B. Order taker
 - C. Technical specialist
 - D. Missionary salesperson
 - E. Order getter
150. Gloria Highnote works for CD Wholesale. She helps CD's retailer-customers set up their cooperative advertising, helps train the retailer's salespeople, and gives CD feedback on how sales promotion ideas are working. Gloria is:
- A. a technical specialist.
 - B. a customer service rep.
 - C. an order getter.
 - D. an order taker.
 - E. a missionary salesperson.
151. Ali Mulhammed has been working for a producer of video games that sell through toy wholesalers to retailers. He knows all about the games sold by his company and by competitors. He goes into his wholesalers' territories and tries to get local retailer customers interested in the company's line--and even trains retailers to demonstrate the games. When a retailer is ready to buy, Ali turns the business over to the wholesaler's sales rep. Ali is a:
- A. member of the firm's major accounts sales force.
 - B. missionary salesperson.
 - C. technical specialist.
 - D. manufacturers' agent.
 - E. None of the above is correct.

152. CeCe Springer works for a large cosmetics company. She calls on retailers to tell them about her firm's new products, to train the retailers' salespeople, and to set up promotion displays. Her boss actually handles the order-related activities. CeCe is:
- A. an order getter.
 - B. a manufacturers' agent.
 - C. a technical specialist.
 - D. an order taker.
 - E. a missionary sales rep.
153. Missionary selling:
- A. is another name for major accounts selling.
 - B. is the performance of personal selling activities for a nonprofit organization.
 - C. is the same as prospecting.
 - D. is often an entry position for higher level sales and marketing jobs.
 - E. is typically only used with a firm's largest or most important customers.
154. These salespeople are often science or engineering graduates with the know-how to understand the customer's applications and explain the advantages of the company's product.
- A. Customer service reps
 - B. Order takers
 - C. Technical specialists
 - D. Missionary salespeople
 - E. Systems engineer
155. "Technical specialists":
- A. are usually paid a straight commission on sales.
 - B. help explain technical details as needed.
 - C. usually work with business purchasing agents.
 - D. usually install emergency products.
 - E. are technical order getters.
156. A technical specialist:
- A. often has a background in product applications rather than sales.
 - B. may call on the customer both before and after a purchase.
 - C. may work in conjunction with an order getter to persuade new clients.
 - D. All of the above are true.
 - E. None of the above is true.
157. IBM's customers often need help installing its mini computer systems, so IBM should support the efforts of its order getters with:
- A. sales promotion specialists.
 - B. selling aids.
 - C. missionary salespeople.
 - D. technical specialists.
 - E. order takers.

158. HP sells custom-made computer systems. Besides order getters, HP probably uses:

- A. order takers.
- B. missionary salespeople.
- C. merchandisers.
- D. manufacturers' agents.
- E. technical specialists.

159. Jim Healey works for Sony. He doesn't take orders from customers, but he is extremely knowledgeable about the entire Sony product line and about how its specifications compare to the competition's products. He helps a regular Sony salesperson by providing details about how Sony's products work, and knows the customer applications for which the products are best suited. Jim is a:

- A. Order getter.
- B. Technical specialist.
- C. Missionary salesperson.
- D. Order taker.
- E. Sales manager.

160. Sarah Manchester works for a cable TV company in a large city. She consults with architects and builders who want advice about planning for a home theater set-up before a home is built and wired. The cable company created Sarah's position when it learned that a local satellite TV service provider was signing up a larger share of new home owners in luxury subdivisions.

- A. a technical specialist.
- B. a sales promotion specialist.
- C. an order taker.
- D. an order getter.
- E. a customer service rep.

161. Customer service reps:

- A. are order getters who sell service products.
- B. usually work with missionary salespeople.
- C. resolve problems after a purchase has been made.
- D. usually install technical products for customers.
- E. hire professional services personnel.

162. Customer service reps

- A. work with customers to resolve problems that arise at the time of purchase.
- B. work for producers calling on their intermediaries and their customers.
- C. provide technical assistance to order-oriented salespeople.
- D. work with customers to resolve problems that arise with a purchase, usually after the purchase has been made.
- E. are invaluable in working with business customers, but not final consumers.

163. Customer service reps help:

- A. customers buy.
- B. the company win customers.
- C. when a customer has technical questions that an order taker can't answer.
- D. the company keep customers.
- E. all of the above.

164. A customer service rep's main job is to:

- A. take orders.
- B. find a remedy when something goes wrong with a firm's marketing mix after a purchase.
- C. get new orders.
- D. set up retail displays for retail customers.
- E. listen to customer complaints.

165. A customer service rep's job could include:

- A. understanding a customer's complaints.
- B. finding a remedy when something goes wrong with a firm's marketing mix after a purchase.
- C. resolving a billing problem.
- D. handling an exchange of a defective product.
- E. all of the above.

166. Customer service is part of:

- A. Product.
- B. Place.
- C. Promotion.
- D. Price.
- E. None of the above.

167. Which of the following statements about customer service is true?

- A. A customer service rep may have to deal with a customer problem that is due to a customer error, not just an error by the company.
- B. Customer service is the service part of the benefit that a customer gets when purchasing a physical good.
- C. Customer service costs are likely to decrease a firm's customer equity.
- D. Customer service is more important for winning customers than for keeping customers.
- E. From a firm's perspective, customer service is a necessary evil but isn't likely to cost the firm anything.

168. Customer service reps:

- A. are advocates for the customer.
- B. solve problems after a purchase.
- C. are advocates for the company.
- D. promote the customer's next purchase.
- E. all of the above.

169. A breakdown in any element of the marketing mix can result in a requirement for

- A. customer service.
- B. additional sales promotion.
- C. reimbursement.
- D. replacing the salesperson.
- E. technical specialists.

170. Hannah Spiritway works for a cable TV company in a large city. She handles telephone calls from customers who are having problems with their cable service. Hannah is

- A. a technical specialist.
- B. a sales promotion specialist.
- C. an order taker.
- D. an order getter.
- E. a customer service rep.

171. A good marketing manager organizing a new sales force knows that:

- A. new sales reps should start out on the major accounts sales force so they can learn the business from the bottom up.
- B. the most profitable approach is to start with a small number of salespeople, and then quickly add more if they can't do the job.
- C. it may be necessary to rely on team selling and have more than one rep call on a single customer if different skills are needed.
- D. All of the above are true.
- E. None of the above is true.

172. Jonquil, Inc., located in Walla Walla, Washington, is a major manufacturer of class rings for colleges. It is one of two ring companies trying to become the solely authorized class ring distributor for Carter Glass University in Virginia—a large university of over 25,000 students. When invited to make a sales presentation to the buying group at Carter Glass University, Jonquil sent the national vice-president of marketing, the national customer service director, the national design director, the regional sales manager, and the local sales representative in Virginia. During the sales presentation, each person discussed what role he/she would have in serving the Carter Glass University account. Jonquil, Inc. seems to be doing:

- A. Joint problem solving.
- B. Team selling.
- C. Sales promotion.
- D. Order taking.
- E. Missionary selling.

173. Which of the following statements is FALSE?

- A. Team selling involves different specialists--to handle different parts of the selling job.
- B. A major accounts sales force is used to sell to small retailers who are not covered by wholesalers in the channel.
- C. Carefully selected sales territories can reduce the cost of sales calls.
- D. The first step in deciding how many salespeople are needed is to estimate how much work can be done by one person in some time period.
- E. Telemarketing provides salespeople with many of the benefits of a personal visit--including the ability to modify the message as feedback is received.

174. Jeffrey O'Donnell works for a producer of dairy products and knows all about these products. He is responsible for only two very large chain customers. Other sales reps, like Jeffrey, call on other large chains for this producer. They regularly call on the central offices of these big retail chains and encourage them to buy the company's full line. Jeffrey is:
- A. a missionary salesperson.
 - B. a retail order taker.
 - C. a technical specialist.
 - D. a manufacturers' agent.
 - E. a member of his company's major accounts sales force.
175. Edward Seaton owns a firm that manufactures custom-made carpets. He has a regular sales force to call on smaller customers and an elite force to call on larger accounts. The elite sales force is called:
- A. customer service reps.
 - B. major accounts sales force.
 - C. technical specialists.
 - D. supporting salespeople.
 - E. missionary salespeople.
176. Which of the following about telephone selling by an inside sales group is FALSE?
- A. saves time and money for the producer.
 - B. provides a way for the producer to get direct feedback from customers.
 - C. extends the personal selling effort to new target markets.
 - D. provides a way for the producer to find solutions to potential problems.
 - E. none of the above is false.
177. Which of the following statements about telemarketing is False?
- A. Customer response to telemarketing is the same in both business markets and final consumer markets.
 - B. Telemarketing can extend personal selling efforts to new target markets.
 - C. Telemarketing can save time and money for the seller.
 - D. Telemarketing can increase the frequency of contact with current customers.
 - E. Telemarketing can provide needed support for customers in e-commerce situations.
178. Carefully set territories
- A. can reduce travel time but increase costs.
 - B. can reduce confusion about who has responsibility for a set of sales tasks.
 - C. always include at least one metropolitan area.
 - D. always reduce the cost of sales calls.
 - E. can increase travel time while reducing costs.
179. Allied Corp. has found that an effective salesperson should call on each account about six times a year and spend about two hours per sales call. Every salesperson works a 40-hour week and takes off two weeks for vacation each year. A salesperson must spend half of the time on travel and administration. Approximately how many salespeople does Allied need to service 500 accounts?
- A. 12
 - B. 30
 - C. 2
 - D. 6
 - E. There is not enough information to determine the answer.

180. It is usually the _____ job, perhaps with help from specialists in technology, to decide what types of sales technology tools are needed and how they will be used.
- A. sales manager's
 - B. procurement manager's
 - C. marketing executive's
 - D. purchasing manager's
 - E. product manager's
181. A sales rep might use new software for _____ to provide a competitive advantage:
- A. sales forecasting.
 - B. shelf-space management.
 - C. customer contact management.
 - D. time management.
 - E. all of the above.
182. A sales rep might use new software for _____ to provide a competitive advantage:
- A. sales forecasting.
 - B. spreadsheet analysis.
 - C. electronic presentations.
 - D. customer contacts.
 - E. all of the above.
183. Which of the following is a good example of a sales technology?
- A. spreadsheet analysis of scanner data
 - B. electronic slide show for a sales presentation
 - C. software for shelf space management
 - D. order status information available over the Internet
 - E. all of the above
184. New hardware and software available to salespeople:
- A. Change the basic sales tasks that must be performed, but don't change how well the tasks are done.
 - B. Involve no costs to the firm except the purchase of the hardware and software.
 - C. Do not provide any new ways to meet customer needs.
 - D. May provide a real competitive advantage to a firm if they are used properly.
 - E. All of the above.
185. Selecting "good, well-qualified" salespeople can be aided by:
- A. multiple interviews with company executives.
 - B. systematic selection procedures.
 - C. good job descriptions.
 - D. background checks.
 - E. All of the above.

186. A _____ is a written statement of what a salesperson is expected to do.

- A. Covering letter
- B. Job description
- C. Terms of employment
- D. Conditions of service
- E. Disclaimer

187. A job description for a sales position

- A. should be detailed enough that it lists the specific tasks to be performed.
- B. should be in writing, but should be quite general so that it doesn't reduce the sales manager's flexibility in assigning jobs.
- C. should look pretty much the same from one company to another.
- D. is not very useful, since the job is always changing.
- E. all of the above.

188. A good job description for a salesperson:

- A. Should be somewhat vague in order to give salespeople some flexibility.
- B. Has nothing to do with the selection of new salespeople.
- C. Lists the specific tasks that salespeople are expected to do.
- D. Should not be used as a basis for performance evaluation.
- E. None of the above.

189. A good job description will help a new sales manager see:

- A. the kind of training needed.
- B. the kind of salespeople to be selected.
- C. what selling tasks are needed.
- D. how salespeople should be paid.
- E. All of the above.

190. All of the following are true of job descriptions except

- A. provides a basis for how salespeople should be paid.
- B. lists routine prospecting and sales report writing tasks.
- C. provides clear guidelines about what selling tasks the job involves.
- D. lists general tasks to be performed but doesn't get too specific.
- E. provides a basis for seeing how salespeople should be trained.

191. Which of the following statements by a sales manager suggests a problem?

- A. "Taking a successful sales rep out of a territory for sales training is like spending money to teach a fish to swim."
- B. "I was a sales rep before becoming manager, so I don't need a job description to help me look for new salespeople."
- C. "I select new salespeople all by myself, because I am the one responsible for the performance of the sales force."
- D. Each of the above indicates a problem.
- E. None of the above indicates a problem.

192. A firm's sales training should cover:

- A. professional selling skills.
- B. building relationships with customers.
- C. company policies and practices.
- D. product information.
- E. all of the above.

193. The company's sales training program typically covers all the following areas except

- A. company policies and practices.
- B. product information.
- C. building relationships with customer firms.
- D. professional selling skills.
- E. personnel attitudes and prospective client profiles.

194. Which of the following statements is true?

- A. Good salespeople are born with inherent selling traits and need little training.
- B. All salespeople need training.
- C. Selling skills are best learned with interactive Web training programs.
- D. New salespeople should be immediately sent out on the road to get acquainted with the firm's best customers.
- E. Training should include on-the-job observation, but classroom and Web-based learning is rarely needed.

195. Regarding the training of salespeople:

- A. A good salesperson does not need training.
- B. Experienced salespeople do not need training.
- C. Most good salespeople are "born salespeople" and possess the necessary skills without training.
- D. Time spent on classroom training of new salespeople is often wasted because experience in dealing directly with customers is the best possible training.
- E. None of the above.

196. Sales force training is needed for anyone:

- A. with prior selling experience with the firm's type of products.
- B. with knowledge of the company's products--but no selling experience.
- C. with some selling experience--but no knowledge of the company or its products.
- D. who is new to sales and/or the company's products.
- E. All of the above.

197. Regarding sales force training,

- A. it is rarely necessary to take a successful and experienced sales rep out of the field for a training program.
- B. every new sales rep should go through all parts of a firm's training program, so that nothing is missed.
- C. training programs should focus on company policies and product information, since sales presentation skills are best learned in the field.
- D. All of the above are true.
- E. None of the above is true.

198.Sales training:

- A usually isn't necessary if a new salesperson has had similar selling experience calling on the same customers for a competing company.
- B programs should focus on product and company information--since research shows that training is not effective in developing selling skills.
- C. is usually needed only for new salespeople.
- D. All of the above are true.
- E. None of the above is true.

199.Providing training in selling techniques help a salesperson in all of the following ways except

- A. winning new customers by disparaging competitors.
- B. listening carefully to identify a customer's real objections.
- C. closing the sale.
- D. working with customers in difficult customer service situations.
- E. how to be more effective in cold calls on new prospects.

200.When setting salespeople's compensation level,

- A. a company should pay everyone at least the going market wage for order getters.
- B. salespeople should be the highest-paid employees in the company.
- C. order takers should be paid more than order getters.
- D. the first step is to write job descriptions.
- E. All of the above.

201.With regard to the level of compensation for salespeople, a marketing manager should recognize that:

- A. order takers generally are paid more than order getters.
- B. the appropriate level of compensation should be suggested by the job description.
- C. a good order getter will generally be worth less to a firm than a good technical specialist.
- D. the firm should attempt to pay all its salespeople at least the going market wage for order getters.
- E. salespeople should be the highest-paid employees in the firm.

202.According to the text, to recruit, motivate, and keep good salespeople, a firm has to

- A. provide encouragement by giving trophies and certificates.
- B. give public recognition.
- C. develop an effective compensation plan.
- D. offer a promotion.
- E. reinvent its marketing strategies.

203.The two basic decisions to be made in developing a compensation plan are the method of payment and

- A. designation of the salesperson.
- B. level of compensation.
- C. number of years of service.
- D. number of client commendations received.
- E. career advancement.

204. A firm's sales compensation plan should consider

- A. the pay for other jobs in the firm.
- B. the amount of direct control desired by the firm.
- C. the amount of selling versus nonselling time.
- D. what competitors pay salespeople.
- E. all of the above.

205. All of the following are payment methods for personal selling except

- A. straight salary.
- B. combination plan.
- C. straight commission.
- D. profit-sharing.
- E. tax deductions.

206. The most popular sales force payment method is:

- A. a combination plan.
- B. the consultative selling method.
- C. straight salary.
- D. straight commission.

207. Regarding sales force compensation methods:

- A. combination plans provide some security and some incentive.
- B. straight commission avoids the need to consider a sales quota.
- C. straight salary provides the most incentive.
- D. sales quotas play no role in any of the methods.
- E. All of the above.

208. A straight salary

- A. offers the most security for the salesperson.
- B. includes some salary and some commission.
- C. offers the most incentive.
- D. is tied to results actually achieved.
- E. is based on the specific sales or profit objective a salesperson is expected to achieve.

209. A sales manager's CONTROL over his salespeople:

- A. is strongest with order getters who are paid on straight commission.
- B. cannot be obtained with combination plans.
- C. can be the strongest with a straight salary plan.
- D. is small; it's the responsibility of the marketing manager.
- E. is not too important if the salespeople regularly meet their sales quotas.

210. A salesperson on a(n) _____ earns the same amount regardless of how he or she spends time.

- A. bonus plan
- B. commission pay
- C. straight salary
- D. combination plan
- E. incentive plan

211.The _____ compensation plan increases the amount of sales supervision needed.

- A. Straight salary
- B. Commission pay
- C. Bonus plan
- D. Combination plan
- E. Profit-sharing plan

212.Regarding sales force compensation, the commission method is based on:

- A. a percentage of dollar sales.
- B. the number of new accounts.
- C. customer satisfaction ratings.
- D. customer service problems resolved.
- E. any of the above.

213.Even though commissions are often based on a percentage of dollar sales, they can be based on _____ instead.

- A. number of new accounts.
- B. customer satisfaction ratings.
- C. customer service problems resolved in some time period.
- D. all of the above.
- E. none of the above.

214.The _____ method of payment uses a percentage of dollar sales in calculating compensation.

- A. Bonus
- B. Commission
- C. Straight salary
- D. Combination
- E. Employee discount

215.The commission method of payment:

- A. includes some salary and some commission.
- B. offers the most security for the salesperson.
- C. offers the most incentive for the salesperson.
- D. is tied to results projected in the sales plan.
- E. increases the amount of sales supervision needed.

216.A merchant wholesaler who wants to provide the most INCENTIVE in his sales force payment plan should use:

- A. salary plus commission.
- B. straight commission.
- C. the same level of pay for all salespeople.
- D. salary plus bonus.
- E. straight salary.

217. With the _____ method of payment, some salary and some commission are included.
- A. Commission
 - B. Bonus
 - C. Combination
 - D. Straight salary
 - E. Stock
218. A producer wants to increase the amount of time its sales reps spend on supporting activities. It also wishes to keep its sales reps motivated and aggressive, and also provide some security. Which payment plan should the firm use?
- A. Straight salary
 - B. Combination plan
 - C. Straight commission
219. A producer wants to reduce sales force turnover AND obtain a more aggressive sales effort for its accessories. Which of the following sales force payment methods should it use?
- A. Straight salary
 - B. Selling formula plan
 - C. Combination plan
 - D. Straight commission
220. The sales manager of the Retro Butterfly Chair Corp. wishes to compensate his sales force in a way which will provide some security, incentive, flexibility, and control. The company should offer its sales force:
- A. straight salaries.
 - B. straight commissions.
 - C. a combination plan.
 - D. a value plan.
 - E. a bonus plan.
221. Liz Edwards is a sales associate for a major retailer of high-quality cooking supplies, housewares, and furniture. She is paid an hourly wage, plus she gets an additional sum of money that is a percentage of the dollar sales of all the sales associates combined during the hours that she works. Liz is working under a _____ compensation plan:
- A. Straight salary.
 - B. Combination.
 - C. Straight commission.
 - D. Incentive.
 - E. None of the above.
222. Once the compensation level for a producer's salespeople has been set, the particular METHOD of payment depends on the:
- A. need for incentive.
 - B. setting of sales quotas.
 - C. desire for simplicity.
 - D. need for control.
 - E. All of the above.

223.Regarding sales force payment methods:

- A. it is common to sacrifice some simplicity to gain more flexibility, incentive, or control.
- B. combination plans offer some degree of security, incentive, and control.
- C. straight commission offers the most incentive.
- D. straight salary provides the most security and control.
- E. All of the above are true.

224.Which of the following statements about salesperson compensation is FALSE?

- A. Commissions reduce the need for working capital.
- B. Incentives must be carefully aligned with the firm's objectives.
- C. Compensation plans should be clear.
- D. Sales managers must plan, implement, and control.
- E. None of the above is false.

225.A sales compensation plan should:

- A. be easy for salespeople to understand.
- B. use the same commission rates on all products--if commissions are used at all.
- C. be based on salary or commission, but not a combination of the two.
- D. All of the above are true.
- E. None of the above is true.

226.Which of the following sales force payment methods is best for SIMPLICITY?

- A. Salary plus bonus plan
- B. Value plan
- C. Combination plan
- D. Straight salary
- E. None of the above, i.e., all are equal.

227.The specific sales or profit objective a salesperson is expected to achieve is known as a:

- A. Sales quota.
- B. Sales range.
- C. Sales standard.
- D. Sales return.
- E. Sales maximum.

228._____ is the specific sales or profit objective a salesperson is expected to achieve

- A. Sales quota
- B. Sales target
- C. Sales prospecting
- D. Sales presentation
- E. Sales percentage

229. Which of the following statements relating to sales quotas is FALSE?

- A. Sales potential usually differs from one sales territory to another.
- B. A salesperson's sales quota is the specific level of sales he or she achieved in the previous sales period.
- C. Unless the pay plan allows for territory differences, some sales reps may be overworked and others may be underworked.
- D. Unless the pay plan allows for territory differences, some sales reps may be underpaid for the same amount of effort.

230. Personal selling techniques include all of the following EXCEPT:

- A. searching for prospects.
- B. making sales presentations.
- C. planning sales presentations.
- D. preparing job descriptions.
- E. following up after the sale.

231. Put the steps of the personal selling process in order:

Prospect for new customers; Select target customer; Preplan sales call and presentation; Make sales presentation; _____; and Follow up after the sales call.

- A. Create interest.
- B. Open sale.
- C. Overcome objections.
- D. Close sale.
- E. Contact buyer.

232. _____ involves following all the leads in the target market to identify potential customers.

- A. Sales presentation
- B. Prospecting
- C. Closing
- D. Sales quota
- E. Marketing

233. "Prospecting:"

- A. involves following all the leads in the target market.
- B. should require a sales rep to spend the same amount of time with each prospect.
- C. refers to selection of the firm's target market.
- D. should use a system for allocating time to potential customers based on their potential.
- E. Both A and D.

234. Which of the following statements about prospecting is FALSE?

- A. Prospecting focuses on identifying new customers.
- B. A sales rep needs to set priorities for all prospects--both old and new.
- C. A sales rep must qualify potential customers.
- D. CRM systems help with the process of prospecting.
- E. None of the above is false.

235. Robert Jackson sells luxury automobiles at a dealership in an upscale section of a major city. When he started out as a salesperson, he identified potential customers by visiting office buildings near the dealership and examining the directories in the buildings' lobbies. He discovered that there were several large law firms within a mile or two of the dealership. He would copy down the names of the law firms and their attorneys from the building directory. Then he would mail engraved invitations to each of the attorneys inviting them to the dealership to test drive a new car. Deciding to focus on attorneys exclusively, he purchased a directory of attorneys in the area and started expanding his potential customer base. Robert is engaged in

- A. The consultative selling approach.
- B. Prospecting.
- C. The selling formula approach.
- D. Closing.
- E. None of the above.

236. Which of the following is NOT one of the sales presentation approaches discussed in the text?

- A. Prepared sales presentation
- B. Selling formula approach
- C. Consultative selling approach
- D. Target market approach
- E. None of the above, i.e., all are discussed in the text.

237. A _____ is the salesperson's request for an order.

- A. close
- B. prospect
- C. sales quota
- D. job description
- E. proposal

238. With the _____ approach, the salesperson uses a memorized presentation that is not adapted to each individual customer.

- A. Prepared sales
- B. Consultative selling
- C. Selling formula
- D. Fixed sales
- E. Differentiated value

239. With the _____ approach, the salesperson assumes that a customer faced with a particular stimulus will say yes to his request for an order.

- A. Selling formula
- B. Consultative selling
- C. Prepared sales
- D. Fixed sales
- E. Differentiated value

240. Which of the following statements about the prepared sales presentation is False?

- A. It may contain several attempts to close a sale.
- B. It is not adapted to an individual customer's needs.
- C. It makes sense for experienced salespeople to use it.
- D. The salesperson does most of the talking.
- E. It is not considered a good approach for complicated selling situations.

241. A prepared sales presentation:

- A. is the best approach for most selling situations--since the company can control what the sales rep says.
- B. usually involves many questions, to be sure each customer's needs are fully understood.
- C. is common with high value items--to be sure the customer learns about all of the technical details.
- D. is best when a lot of time is available for a sales presentation.
- E. None of the above is true.

242. A sales presentation in which the sales rep does most of the talking, using a "canned" presentation to obtain a "yes" answer to a "trial close" is a:

- A. prepared sales presentation.
- B. target market presentation.
- C. consultative selling presentation.
- D. selling formula presentation.
- E. None of the above.

243. Which sales presentation would be "best" for convenience (food) store clerks?

- A. Selling formula approach
- B. Prepared sales presentation
- C. Target market presentation
- D. Consultative selling approach
- E. None of the above.

244. A lawn care firm selling by phone to people listed in the telephone directory should use which of the following sales presentations?

- A. Consultative selling approach.
- B. Selling formula approach.
- C. Prepared sales presentation.
- D. Target market presentation.
- E. None of the above.

245. Paige Whaley works as a telephone salesperson for a newspaper. She calls new residents in the city to try to get subscriptions for home delivery. Which of the following types of sales presentation should she use?

- A. Prepared sales presentation.
- B. Selling formula approach.
- C. Consultative selling approach.
- D. Customer service approach.
- E. Sales quota approach.

246. Elise Noble works as a telephone salesperson for the Catalog Division of JC Penney. Her primary job is to call customers with Penney charge accounts to inform them about sale items and ask if they would like to order the sale items. Which of the following kinds of sales presentations would be best for Elise to use?
- A. Prepared sales presentation.
 - B. Customer service approach.
 - C. Consultative selling approach.
 - D. Selling formula approach.
 - E. Target market presentation.
247. The _____ involves developing a good understanding of the individual customer's needs before trying to close the sale.
- A. Selling formula approach
 - B. Consultative selling approach
 - C. Prepared sales presentation
 - D. Fixed sales presentation
 - E. Differentiated value approach
248. With the _____ approach, the sales rep begins by making some general benefit statements to get the customer's attention and interest.
- A. Prepared sales
 - B. Fixed sales
 - C. Selling formula
 - D. Consultative selling
 - E. Differentiated value
249. With the _____ approach, the customer and the salesperson work together to satisfy the customer's needs and solve the problem.
- A. Prepared sales
 - B. Fixed sales
 - C. Selling formula
 - D. Consultative selling
 - E. Differentiated value
250. Some sales reps try to get a prospect to do most of the talking at first--to help pinpoint the potential customer's needs. After the sales rep feels that he understands the customer's needs, he begins to enter more into the discussion, helping the customer understand his own needs, showing how his product satisfies the customer's needs, and then trying to close the sale. This type of sales presentation uses the:
- A. selling formula approach.
 - B. target market presentation.
 - C. consultative selling approach.
 - D. prepared sales presentation.
 - E. None of the above.

251. A sales rep for installations probably should use a _____ sales presentation.

- A. consultative selling approach
- B. target market
- C. prepared
- D. selling formula approach
- E. any of the above

252. A sales representative for Xerox always begins her sales presentation by conducting an interview with the potential customer. She asks several multiple-choice questions that are designed to pinpoint the needs of the customer for various features of a new copying machine. At the end of the interview, the salesperson takes a moment to summarize the results in a profile of the customer and his/her needs. She then matches the needs to a specific model in the Xerox line of copiers, and shows how the Xerox model compares to other competing models. This sales representative is engaged in:

- A. A consultative selling approach.
- B. A prepared sales presentation.
- C. A selling formula approach.
- D. A telemarketing approach.
- E. A prospecting approach.

253. Tyler Young sells a diverse line of conveyor systems to small manufacturers. He has found that he is most successful when he uses the sales call to help the customer solve some problem using one of his products. Tyler probably relies on

- A. the missionary approach.
- B. the prepared presentation approach.
- C. the selling formula approach.
- D. the consultative selling approach.
- E. Any of the above is equally likely.

254. Dale Jetta sells life insurance. The company provides a list of prospects and Dale starts each sales call by asking the potential customer to explain his or her financial goals. Dale is probably using the

- A. selling formula approach.
- B. consultative selling approach.
- C. canned presentation approach.
- D. target market approach.
- E. missionary approach.

255. Betti Hallmark sells women's clothing and gets most of her business from regular customers who have bought from her before. Betti never tries to sell anything before first trying to determine each customer's specific needs. Once she understands the customer's needs, Betti helps the customer understand her own needs and then shows how some product will fill those needs. Betti's sales presentation uses the:

- A. "canned" approach.
- B. target market presentation.
- C. selling formula approach.
- D. consultative selling approach.
- E. None of the above.

256.The selling formula approach

- A. makes some general benefit statements to get the customer's attention and interest.
- B. starts with a prepared presentation outline approach and leads the customer through some logical steps to a final close.
- C. involves developing a good understanding of the individual customer's needs before trying to close the sale.
- D. uses a memorized presentation that is not adapted to each individual customer.
- E. is a problem-solving approach in which the customer and salesperson work together to satisfy the customer's needs.

257.The selling formula approach:

- A. Starts out much like the consultative selling approach.
- B. Follows a series of logical steps based on some knowledge of the target customer.
- C. Becomes identical to the prepared sales presentation as the salesperson approaches an opportunity to close the sale.
- D. All of the above.
- E. A and C only.

258.The selling formula approach:

- A starts with a prepared presentation outline, discovers each customer's specific needs, and then leads the customer through some logical steps to a final close.
- B. uses the same sales presentation with every potential customer.
- C. usually requires a more skilled salesperson than the consultative selling approach.
- D. All of the above are true.
- E. None of the above is true.

259.Producers who know something about their target customers' needs and attitudes often supply their relatively untrained salespeople with a sales presentation in which (1) the salesperson does most of the talking at the beginning, (2) then brings the customer into the discussion to clarify the customer's needs, and (3) tries to close the sale. They are using a:

- A. consultative selling approach.
- B. quota system.
- C. prepared sales presentation.
- D. selling formula approach.
- E. target market presentation.

260.San Oxana Insurance Company uses relatively untrained people to sell its life insurance. The sales reps learn prepared sales presentations which help them describe the firm's policies to potential customers, discover each customer's specific needs, and then lead them through some logical steps to a final close. They are using a:

- A. selling formula approach.
- B. customer service approach.
- C. target market presentation.
- D. consultative selling approach.
- E. prepared sales presentation.

261. Simon Juarez sells life insurance for a large New Mexico firm. He locates customers by selecting names out of a telephone directory and calling to arrange an appointment. He begins each presentation by explaining the basic features and merits of his product--eventually bringing the customer into the conversation to clarify the customer's insurance needs. Then he tells how his insurance policy would satisfy the customer's needs and attempts to close the sale. Simon's sales presentation is based on the:

- A. consultative selling approach.
- B. selling formula approach.
- C. canned presentation approach.
- D. target market approach.
- E. customer service approach.

262. Most sales presentations follow the AIDA sequence which stands for

- A. Attention, Interest, Desire, Action
- B. Attention, Interest, Develop, Appeal
- C. Attention, Involvement, Desire, Action
- D. Attention, Involvement, Desire, Appeal
- E. Attention, Interaction, Development, Action

Use this information for questions that refer to the "Salespeople" case.

Wilson Alvaro graduated with a marketing degree almost a year ago. Like many of his friends, he took a job in sales and really enjoys it. A description of Wilson's job and those of some of his friends are noted below.

Wilson Alvaro loves biking and has his dream job. He works for a wholesale company that sells mountain bikes for a manufacturer. He works with a small group of people who call on the buying offices for two large retail chains, Wal-Mart and Toys R Us. The group includes a finance person and a production person, and they all work together to meet the specific needs of these two big accounts; for example, sometimes they recommend a model of bike that will be available from only that retailer's stores. However, Wilson's main job focuses on building relationships and solving customer problems. Only occasionally is he expected to try to persuade the retailers to buy more bikes.

Amy Bowden sells life insurance. She calls on new parents and persuades them to buy insurance products. It is difficult for a manager to control Amy's work, but she has incentive to work hard because her job security and income depend on getting sales. She is a confident self-starter, so she likes it that way.

Ben Peterson works for a fashionable men's clothing store. He enjoys spending time with customers who come in, learning about their fashion needs, and helping them pick clothes that really work for them. While the store manager can easily observe and direct Ben's activities, the manager wants Ben to have the incentive to increase customer purchases and satisfaction.

Emily Winters handles inside sales for a major industrial distributor. She deals with a regular set of established customers, most of whom know what they want. Emily talks to them on the phone and answers questions about products, delivery time, and pricing. She sometimes works with outside sales reps who visit customers and help introduce new products. Emily is the first person her customers call when there's a problem with a purchase, so she spends a lot of time dealing with customer problems. As an inside salesperson, Emily's work is easily supervised by a sales manager - and she has little influence on how much her customers buy.

Melissa Tran works for a company that sells paper products (like napkins, paper towels, and paper plates) primarily through small independent grocers. Most of the grocers are regular customers, but sometimes she makes cold calls to new grocery stores. Melissa's job is to develop goodwill and try to increase sales. For example, she often sets up special promotional displays in stores. Her compensation plan gives her income security, but she also can receive a bonus for sales growth in her territory.

Charlie Riggs is a telemarketer for an Internet service provider. He calls people on a list provided by his firm and tries to sign them up for Internet service. Charlie relies heavily on a presentation he learned during his training. Charlie is very good at what he does and loves that the more success he has the more he earns.

263. Which salesperson's main sales task is supporting?

- A. Wilson Alvaro
- B. Melissa Tran
- C. Emily Winters
- D. Ben Peterson

264. Which salesperson's primary task is order taking?

- A. Emily Winters
- B. Melissa Tran
- C. Amy Bowden
- D. Wilson Alvaro
- E. Charlie Riggs

265. Which of the following is true about Melissa Tran's sales position?

- A. Recruiting for this job would not require a job description.
- B. It involves major account management.
- C. The job would not require product training -- only sales training.
- D. It involves missionary sales.
- E. None of the above.

266. Wilson Alvaro's sales position involves:

- A. providing customer service.
- B. team selling.
- C. major account management.
- D. all of the above.
- E. none of the above

267. Which salesperson has a job where compensation is likely to be straight salary?

- A. Ben Peterson
- B. Amy Bowden
- C. Melissa Tran
- D. Emily Winters
- E. Charlie Riggs

268. What type of compensation plan should Ben Peterson have?

- A. straight salary.
- B. straight commission.
- C. a combination of salary and commission.
- D. a salary that is paid only if a certain sales quota is achieved.
- E. any of the above is equally appropriate for Ben's job.

269. Which salesperson probably does the most prospecting?

- A. Amy Bowden
- B. Wilson Alvaro
- C. Melissa Tran
- D. Charlie Riggs

270. What sales presentation approach does Charlie Riggs use?

- A. missionary presentation.
- B. prepared sales presentation.
- C. consultative selling approach.
- D. selling formula approach.
- E. no sales presentation approach is used because he just calls people and says what he learned during training.

271. What type of sales presentation approach does Ben Peterson use?

- A. Consultative selling approach.
- B. Prepared sales presentation.
- C. Missionary selling.
- D. Selling formula approach.
- E. Sales quota approach.

272. Which salesperson does the most customer service?

- A. Charlie Riggs
- B. Melissa Tran
- C. Emily Winters
- D. Ben Peterson
- E. Amy Bowden

273. Which salesperson has a job that requires NO training in sales?

- A. Charlie Riggs.
- B. Melissa Tran.
- C. Emily Winters.
- D. Ben Peterson.
- E. All of these jobs require some training in sales.

274. Melissa Tran's company wants to have enough salespeople to serve 1,000 accounts. An effective salesperson can call on each account 12 times a year and should average about two hours per sales call. Each salesperson works 40 hours a week and takes off two weeks for vacation each year. Salespeople spend half their time on travel and administration. How many salespeople does Melissa's company need?

- A. 6
- B. 12
- C. 24
- D. 40
- E. There is not enough information to determine the answer.

ch14 Key

1. Personal selling techniques vary very little from country to country.
(p. 350)

FALSE

AACSB: 13 Economic environments
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #1
Question Type: Definition
Self-Test: No

2. While face-to-face with prospects, a salesperson can adjust what he or she says or does to take into consideration culture and other behavioral influences.
(p. 350)

TRUE

AACSB: 5. Diversity understanding
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #2
Question Type: Definition
Self-Test: No

3. Personal selling is often a company's largest single operating expense.
(p. 351)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #3
Question Type: Definition
Self-Test: No

4. About 10 percent of the total U.S. labor force is in sales work.
(p. 351)

TRUE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #4
Question Type: Definition
Self-Test: No

5. In the U.S., almost as many people are employed in sales work as in advertising.
(p. 351)

FALSE

AACSB: 13 Economic environments
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #5
Question Type: Definition
Self-Test: No

6. About 20 times more people are employed in selling than in advertising.
(p. 351)

TRUE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #6
Question Type: Definition
Self-Test: No

7. Good salespeople try to help customers buy by presenting both the advantages and disadvantages of a product--and showing how it will satisfy the customer's needs.
(p. 351)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #7
Question Type: Definition
Self-Test: No

8. Good salespeople try to sell the customer, irregardless of other factors.
(p. 351)

FALSE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 14 #8
Question Type: Definition
Self-Test: No

9. Salespeople often are responsible for representing the customer inside their own company as well as representing their company to the customer.
(p. 352)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #9
Question Type: Definition
Self-Test: No

10. Salespeople may represent their company to customers and, in turn, represent their customers within the company.
(p. 352)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #10
Question Type: Definition
Self-Test: No

11. Sales reps often must plan whole marketing strategies for their own geographic territories.
(p. 352)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #11
Question Type: Definition
Self-Test: No

12. Although the salesperson's job may change constantly, there are three basic sales tasks.
(p. 353)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #12
Question Type: Definition
Self-Test: No

13. The three basic sales tasks are order getting, order taking, and sales prospecting.
(p. 353)

FALSE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #13
Question Type: Definition
Self-Test: No

14. The three basic sales tasks are order-getting, order-taking, and supporting.
(p. 353)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #14
Question Type: Definition
Self-Test: No

15. A salesperson's main task might be order getting, order taking, or supporting, but sometimes one salesperson does all three tasks.
(p. 353)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #15
Question Type: Definition
Self-Test: No

16. A salesperson who aggressively seeks out possible buyers with a well-organized sales presentation designed to sell a product is a missionary sales rep.
(p. 353)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #16
Question Type: Definition
Self-Test: No

17. Order getters are concerned with finding new opportunities for the company.
(p. 353)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #17
Question Type: Definition
Self-Test: No

18. Order getters are even more important for business products than for consumer products.
(p. 353)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #18
Question Type: Definition
Self-Test: No

19. Producers of all kinds of products, especially consumer products, have a great need for order getters.
(p. 353)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Hard
LearnObj: 2
Perreault - Chapter 14 #19
Question Type: Definition
Self-Test: No

20. A good order getter tries to sell solutions to the customer's problems--not just physical products.
(p. 353)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #20
Question Type: Definition
Self-Test: No

21. Agent wholesalers--particularly manufacturers' agents and brokers--are often order getters.
(p. 354)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #21
Question Type: Definition
Self-Test: No

22. A wholesaler's order-getting salespeople are likely to be paid more than its order takers.
(p. 354)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #22
Question Type: Definition
Self-Test: No

23. Retail order getters are usually needed for unsought consumer products, and are desirable for heterogeneous shopping products as well.
(p. 354)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #23
Question Type: Definition
Self-Test: No

24. Homogeneous shopping products need order getters more than heterogeneous shopping products.
(p. 354)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #24
Question Type: Definition
Self-Test: No

25. Order getters complete most sales transactions.
(p. 354)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #25
Question Type: Definition
Self-Test: No

26. A salesperson who completes routine sales made regularly to target customers is an order taker.
(p. 354)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #26
Question Type: Definition
Self-Test: No

27. Order takers should work on improving the whole relationship with the customer, not just on completing a single transaction.
(p. 354)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #27
Question Type: Definition
Self-Test: No

28. A producer's order taker may explain details, handle complaints, and train the customer's employees.
(p. 354)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #28
Question Type: Definition
Self-Test: No

29. Missionary salespeople usually work for wholesalers and provide special promotion help to producers whose products are widely distributed.
(p. 355)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #29
Question Type: Definition
Self-Test: No

30. Developing goodwill and stimulating demand are tasks performed by missionary salespeople.
(p. 355)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #30
Question Type: Definition
Self-Test: No

31. Scientists or engineers--who may have little interest in sales but do provide technical assistance to order getters--are called technical specialists.
(p. 356)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #31
Question Type: Definition
Self-Test: No

32. Customer service reps are usually specialists who are involved in helping potential customers before a purchase is made.
(p. 356)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #32
Question Type: Definition
Self-Test: No

33. Customer service reps are more useful for "keeping" customers, rather than "winning" new customers.
(p. 356)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #33
Question Type: Definition
Self-Test: No

34. Customer service is different from the service that is part of the product that a customer buys because it usually involves a breakdown in some aspect of the marketing mix.
(p. 357)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #34
Question Type: Definition
Self-Test: No

35. When a customer service rep works to solve a customer's problem, it often involves taking steps to remedy what went wrong.
(p. 357)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #35
Question Type: Definition
Self-Test: No

36. (p. 357) Providing effective customer service is relatively simple--because it is usually clearer how to repair a negative experience than it is to provide an initial purchase experience that is satisfying to the customer.

FALSE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #36
Question Type: Definition
Self-Test: No

37. (p. 358) From a marketing management perspective, it's best to think of customer service as part of Promotion, not part of Product.

TRUE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #37
Question Type: Definition
Self-Test: No

38. (p. 358) Poor customer service is likely to reduce a firm's customer equity.

TRUE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #38
Question Type: Definition
Self-Test: No

39. (p. 358) Customer service reps are customer advocates, but they need company support.

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #39
Question Type: Definition
Self-Test: No

40. (p. 358) Team selling might involve a technical specialist, an order getter, and a customer service rep all working together on a specific account.

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #40
Question Type: Definition
Self-Test: No

41. Team selling occurs when different people work together on a specific account.
(p. 358)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #41
Question Type: Definition
Self-Test: No

42. A major accounts sales force is used when a company wants to be certain that its most important customers get a special selling effort.
(p. 359)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #42
Question Type: Definition
Self-Test: No

43. Moen, a maker of plumbing fixtures, employs a major accounts sales force and gives special attention and support to the firm's largest accounts such as Home Depot and Lowe's.
(p. 359)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #43
Question Type: Application
Self-Test: No

44. Although telephone selling by an inside sales group can save time and money in business markets, it has been declining in recent years.
(p. 360)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #44
Question Type: Definition
Self-Test: No

45. Telemarketing can help a firm extend its personal selling efforts to new target markets without investing a lot of time and money.
(p. 360)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #45
Question Type: Definition
Self-Test: No

46. Toll-free telephone lines are not very practical for getting direct feedback from final consumers.
(p. 360)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #46
Question Type: Definition
Self-Test: No

47. When deciding how many salespeople are needed, the first step is to determine how many sales reps are used by competing companies.
(p. 361)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #47
Question Type: Definition
Self-Test: No

48. Sales managers often divide sales force responsibilities based on the seniority of the salespeople.
(p. 361)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 14 #48
Question Type: Definition
Self-Test: No

49. Even though some sales tasks can be handled effectively and economically using technology, a sales rep is still needed to build relationships.
(p. 362)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #49
Question Type: Definition
Self-Test: No

50. Digital self service is particularly effective when the customer needs routine information on a recurring basis.
(p. 361-362)

FALSE

AACSB: 4 Use of IT
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #50
Question Type: Definition
Self-Test: No

51. Digital self service is particularly effective when the customer problem is serious.
(p. 362)

FALSE

AACSB: 4 Use of IT
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #51
Question Type: Definition
Self-Test: No

52. The more serious a customer's problem, the more likely digital self service can fix it.
(p. 362)

FALSE

AACSB: 4 Use of IT
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #52
Question Type: Definition
Self-Test: No

53. It is primarily the sales manager's job to decide what types of information technology tools salespeople need and how they will be used.
(p. 363)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #53
Question Type: Definition
Self-Test: No

54. It is the sole responsibility of the sales manager to decide what types of tools are needed and how they will be used.
(p. 363)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 5
Perreault - Chapter 14 #54
Question Type: Comprehension
Self-Test: No

55. Some firms are adopting new software and hardware technologies to get a competitive advantage in personal selling.
(p. 363-364)

TRUE

AACSB: 12 IT influences
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #55
Question Type: Definition
Self-Test: No

56. Because the use of new information technologies can change how well the sales job is done, their use should be left to individual sales reps.
(p. 364)

FALSE

AACSB: 12 IT influences
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #56
Question Type: Definition
Self-Test: No

57. A company that provides its sales reps with information technology tools should expect that reps will do a better job with administrative tasks but that they will be less effective in their actual sales calls.
(p. 364)

FALSE

AACSB: 4 Use of IT
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #57
Question Type: Definition
Self-Test: No

58. The sales manager's decision to use new information technologies has costs as well as benefits.
(p. 364)

TRUE

AACSB: 4 Use of IT
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #58
Question Type: Comprehension
Self-Test: No

59. Using multiple interviews and background checks to select "born salespeople" works so well that it almost guarantees success.
(p. 364-365)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #59
Question Type: Definition
Self-Test: No

60. A job description is a written statement of what a salesperson is expected to do.
(p. 365)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #60
Question Type: Definition
Self-Test: No

61. Job descriptions are not necessary for personal selling because all salespeople are expected to do the same task--sell products.
(p. 365)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #61
Question Type: Definition
Self-Test: No

62. The job description should provide clear guidelines concerning (1) who should be selected, (2) how they are trained, (3) how well they are performing, and (4) how they should be paid.
(p. 365)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #62
Question Type: Definition
Self-Test: No

63. Firms often hire new salespeople and immediately send them out on the road.
(p. 365)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #63
Question Type: Comprehension
Self-Test: No

64. A firm's initial sales training program should cover company policies, product information, building relationships with customers, and selling skills.
(p. 365)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #64
Question Type: Definition
Self-Test: No

65. Salespeople usually earn more than top management.
(p. 366)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #65
Question Type: Definition
Self-Test: No

66. A company's salespeople are usually paid more than its office help or production workers, but less than top management.
(p. 366)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #66
Question Type: Definition
Self-Test: No

67. Regarding sales force compensation, straight salary gives the most security for a salesperson, while straight commission gives the most incentive.
(p. 366)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #67
Question Type: Definition
Self-Test: No

68. Most sales managers offer their salespeople a "combination plan" because this method of compensation provides a balance between incentive and security.
(p. 366)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #68
Question Type: Definition
Self-Test: No

69. A sales manager who wishes to supervise and control his salespeople's activities closely should pay them a straight salary instead of a straight commission.
(p. 367)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #69
Question Type: Definition
Self-Test: No

70. A salesperson on a commission salary earns the same amount regardless of how he or she spends time.
(p. 367)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #70
Question Type: Comprehension
Self-Test: No

71. Incentives that just focus on short-term sales objectives may not motivate sales reps to develop long-term, need-satisfying relationships with their customers.
(p. 367)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #71
Question Type: Integrating
Self-Test: No

72. A sales quota is the specific sales or profit objective a salesperson is expected to achieve.
(p. 367)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #72
Question Type: Definition
Self-Test: No

73. Regarding sales force compensation, straight commission increases the firm's need for working capital.
(p. 367)

FALSE

AACSB: 8 Financial
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #73
Question Type: Definition
Self-Test: No

74. Small companies that have limited working capital or uncertain markets often prefer to use straight salary compensation plans.
(p. 367)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #74
Question Type: Comprehension
Self-Test: No

75. Using sales reps who are paid a straight commission is similar to using manufacturers' reps.
(p. 367)

TRUE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #75
Question Type: Definition
Self-Test: No

76. Prospecting involves following all the "leads" in the target market.
(p. 368)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #76
Question Type: Definition
Self-Test: No

77. Prospecting involves following all the leads in the target market to identify potential customers.
(p. 368)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #77
Question Type: Definition
Self-Test: No

78. Prospect lists or a CRM database can help salespeople do a better job with prospecting.
(p. 368)

TRUE

AACSB: 11 Analysis for decisions
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #78
Question Type: Definition
Self-Test: No

79. A salesperson's request for an order during a sales presentation is called a "close."
(p. 370)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #79
Question Type: Definition
Self-Test: No

80. A customer's effort to keep a salesperson from completing a sales presentation is called a "close."
(p. 370)

FALSE

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #80
Question Type: Definition
Self-Test: No

81. The main advantage of the prepared sales presentation approach is that it tends to work equally well with different types of customers.
(p. 371)

FALSE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #81
Question Type: Definition
Self-Test: No

82. A canned approach has a weakness that is it treats all potential customers differently.
(p. 371)

FALSE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Hard
LearnObj: 8
Perreault - Chapter 14 #82
Question Type: Definition
Self-Test: No

83. The prepared sales presentation involves developing a good understanding of the individual customer's needs before trying to close the sale.
(p. 371)

FALSE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #83
Question Type: Definition
Self-Test: No

84. The most suitable sales presentation for prospective customers whose needs are very different is the "consultative selling approach."
(p. 371)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #84
Question Type: Definition
Self-Test: No

85. The "consultative selling" sales presentation is fast and requires little skill.
(p. 371)

FALSE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #85
Question Type: Definition
Self-Test: No

86. The "selling formula approach" to sales presentations assumes that something is known about the target customer's needs and attitudes.
(p. 371)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #86
Question Type: Definition
Self-Test: No

87. The selling formula approach starts with a prepared presentation outline.
(p. 371)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #87
Question Type: Definition
Self-Test: No

88. The "selling formula" approach to making a sales presentation is really a combination of the "prepared sales presentation" approach and the "consultative selling" approach.
(p. 371)

TRUE

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #88
Question Type: Definition
Self-Test: No

89. The AIDA sequence can help a sales manager evaluate a possible sales presentation.
(p. 372)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #89
Question Type: Definition
Self-Test: No

90. Each sales manager and salesperson needs to think about the AIDA sequence in deciding what sales approach to use and in evaluating a possible presentation.
(p. 372)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #90
Question Type: Comprehension
Self-Test: No

91. In general, most sales presentations follow the sequence of stages in the AIDA model.
(p. 372)

TRUE

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #91
Question Type: Comprehension
Self-Test: No

92. Marketing managers should make specific strategy decisions about:
(p. 351)

- A. how many and what kind of salespeople are needed.
- B. how salespeople should be compensated and motivated.
- C. what kind of sales presentation should be used.
- D. how salespeople should be selected and trained.
- E.** All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #92
Question Type: Definition
Self-Test: No

93. Personal selling
(p. 351)

- A. is important to business firms, but only about 1 percent of the U.S. labor force does personal selling work.
- B.** is often a company's largest single operating expense.
- C. requires only that the sales rep have an engaging smile, a big expense account, and the ability to get along well with people.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #93
Question Type: Comprehension
Self-Test: No

94. Which of the following statements about personal selling is FALSE?
(p. 351)

- A. Good salespeople present both the advantages and the disadvantages of their products.
- B. Helping to buy is good selling.
- C.** Personal selling is often a company's smallest single operating expense.
- D. A salesperson is often a representative of the whole company.
- E. None of the above is false.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 14 #94
Question Type: Comprehension
Self-Test: No

95. At least _____ percent of the total U.S. labor force do sales work.

(p. 351)

- A. 20
- B. 10**
- C. 30
- D. 50
- E. 40

AACSB: 11 Analysis for decisions
Chapter: 14
Difficulty: Hard
LearnObj: 1
Perreault - Chapter 14 #95
Question Type: Definition
Self-Test: No

96. Good marketing managers know that:

(p. 351)

- A. most salespeople are "bags of wind."
- B. good salespeople try to help customers buy.**
- C. the role of the salesperson has been down-graded in business marketing.
- D. organizational buyers have little use for salespeople.
- E. the salesperson's job is to "get rid of the product."

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #96
Question Type: Comprehension
Self-Test: No

97. Good salespeople:

(p. 351)

- A. Help customers buy.**
- B. Are never the only link between the firm and its customers.
- C. Are not part of the marketing information function for the firm.
- D. Are not expected to be marketing managers in their own territories.
- E. All of the above.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #97
Question Type: Definition
Self-Test: No

98. A professional salesperson:

(p. 351-352)

- A. may negotiate prices or diagnose technical problems when a product doesn't work well.
- B. doesn't try to "sell" customers, but rather tries to help them satisfy their needs.
- C. is a representative of the whole company.
- D. is responsible for feeding back information about customers and competitors.
- E. All of the above.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #98
Question Type: Self-Test
Self-Test: Self-Test

99. Salespeople are likely to be responsible for:

(p. 352)

- A. providing market information to the firm.
- B. providing technical support.
- C. attaining sales goals.
- D. maintaining customer relations.
- E.** Any of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #99
Question Type: Comprehension
Self-Test: No

100. A professional salesperson:

(p. 352)

- A. is only expected to "get rid of the product."
- B. has only one basic job--to communicate the company's story to customers.
- C.** may be given a title such as field manager or market specialist.
- D. is expected to overcome the customer's objection--whatever it may be.
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 14 #100
Question Type: Comprehension
Self-Test: No

101. Which of the following statements about a salesperson's role is TRUE?

(p. 352)

- A. The salesperson rarely serves as a link between the firm and its customers.
- B.** The salesperson represents the customer back inside the selling firm.
- C. The salesperson also holds titles such as management specialist and chief engineer.
- D. The salesperson only aims to *sell* the customer.
- E. A salesperson is seldom responsible for negotiating prices or diagnosing technical problems.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 14 #101
Question Type: Comprehension
Self-Test: No

102. Some salespeople are expected to act as "marketing managers" in their own geographic territories and decide:

(p. 352)

- A. how they will allocate their promotion money and their own time.
- B. which customers they will aim at.
- C. which intermediaries they will rely on or help.
- D. which products in the company's line they will push aggressively.
- E.** All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 1
Perreault - Chapter 14 #102
Question Type: Comprehension
Self-Test: No

103. A salesperson may have to make choices about

(p. 352)

- A. which particular products in the whole line to push most aggressively.
- B. what specific target customers to aim at.
- C. how to adjust prices.
- D. which intermediaries to rely on or help.
- E.** All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 14 #103
Question Type: Comprehension
Self-Test: No

104. According to the text, a salesperson may have choices about all of the following except

(p. 352)

- A. what target customers to aim at.
- B. which particular products to emphasize.
- C. which intermediaries to rely on or help.
- D.** what to manufacture.
- E. how to adjust prices.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 1
Perreault - Chapter 14 #104
Question Type: Application
Self-Test: No

105. Which of the following is NOT one of the basic sales tasks?

(p. 353)

- A. Order-taking
- B. Supporting
- C.** Sales-promoting
- D. Order-getting
- E. None of the above, i.e. all are basic sales tasks

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #105
Question Type: Definition
Self-Test: No

106. Which of the following descriptions of the three basic sales tasks is CORRECT?

(p. 353)

- A. ORDER-TAKING: various activities aimed at getting sales in the long run.
- B. SUPPORTING: routine completion of sales made regularly to target customers.
- C.** ORDER-GETTING: seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- D. All of the above are correct.
- E. None of the above is correct.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #106
Question Type: Integrating
Self-Test: No

107. Which of the following is an accurate description of the sales task listed?

(p. 353)

- A. Supporting: routinely completing sales made regularly to target customers.
- B.** Order getting: confidently seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- C Order taking: developing goodwill, stimulating demand, explaining technical aspects of product, . training the intermediary's salespeople, and performing other specialized services aimed at obtaining sales in the long run.
- D. All of the above are correct.
- E. None of the above is correct.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #107
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

108. A salesperson who seeks possible buyers with a well-organized sales presentation designed to get new business is:

(p. 353)

- A. a technical specialist.
- B. a supporting salesperson.
- C.** an order getter.
- D. a missionary salesperson.
- E. an order taker.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #108
Question Type: Definition
Self-Test: No

109. A salesperson who seeks possible buyers with a well-organized sales presentation designed to sell a good, service, or idea is called a(n) _____.

(p. 353)

- A. Influencer
- B.** Order-getter
- C. Order taker
- D. Order-generator
- E. Gatekeeper

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #109
Question Type: Application
Self-Test: No

110. Order getters

(p. 353)

- A. are concerned with establishing relationships with new customers and developing new business.
- B. sell to the regular or established customers, complete most sales transactions, and maintain relationships with their customers.
- C. usually handle all adjustments or complaints.
- D. routinely complete sales made regularly to target customers.
- E. are usually responsible for answering any final questions and completing the sale.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Hard
LearnObj: 2
Perreault - Chapter 14 #110
Question Type: Comprehension
Self-Test: No

111. A good order getter:

(p. 353-354)

- A. is likely to use a high level of personal persuasion.
- B. is especially important for selling installations and accessory equipment.
- C. needs "know how" to help solve customers' problems.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #111
Question Type: Comprehension
Self-Test: No

112. Order-getting salespeople would be required for which one of the following jobs?

(p. 353-354)

- A. Helping a buyer plan and install a computer and software for use as a website server.
- B. Helping drug retailers figure out better ways to display and promote their products.
- C. Seeking orders from supermarket buyers for a new brand of high protein diet supplement that has been added to the company's line.
- D. "Helping" an indecisive consumer in a supermarket select the kind of meat she should buy for dinner.
- E. Handling a complaint from a furniture store about a shipment that is late.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #112
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

113. Customers for complicated installations and accessories usually expect a sales rep

(p. 353-354)

- A. to know all the technical details of the product.
- B. to be able to discuss general business conditions with their top executives.
- C. to know the details of the customer firm's particular applications of the product.
- D.** All of the above are likely to be expected.
- E. None of the above is likely to be expected.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #113
Question Type: Comprehension
Self-Test: No

114. Which of the following types of salespeople is essential for selling installations to producers?

(p. 353)

- A. Order takers
- B. Missionary salespeople
- C. Customer service reps
- D.** Order getters
- E. Technical specialists

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #114
Question Type: Self-Test
Self-Test: Self-Test

115. Order getters:

(p. 353)

- A.** may make a sale by helping a customer solve a business problem.
- B. are more likely to be used with homogeneous shopping products than heterogeneous shopping products.
- C. are used in business markets but not in consumer markets.
- D. generally rely on a routine "canned" sales presentation.
- E. All of the above are true.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #115
Question Type: Comprehension
Self-Test: No

116. Byron Coffey is a sales rep for a producer of fiberglass roofing shingles. He tries to persuade building materials wholesalers to switch from competing producers. Byron is:

(p. 353-354)

- A. an order taker.
- B.** an order getter.
- C. a supporting salesperson.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #116
Question Type: Application
Self-Test: No

117. Dimitri Kojak works for a producer of industrial elevators. He knows all the technical details of the many different ways they are used by business customers. He makes presentations to new prospects and eventually gets a share of their business. Dimitri is:

(p. 353-354)

- A. a member of the firm's major accounts sales force.
- B. a missionary salesperson.
- C. a technical specialist.
- D.** a producer's order getter.
- E. a customer service rep.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #117
Question Type: Application
Self-Test: No

118. Chemco, Inc., a three-year-old producer of chemicals, has just hired a manufacturers' agent. The agent

(p. 354)

- A. is probably replacing a company order getter who built up the territory.
- B. should assume that Chemco won't ever hire its own sales force for the territory.
- C.** may lose the business when the territory gets to the point where it can be handled by an order taker.
- D. All of the above are equally likely.
- E. None of the above is a good answer.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #118
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

119. A producer of business supplies is using manufacturers' agents to do:

(p. 354)

- A. merchandising.
- B.** order-getting.
- C. order-taking.
- D. technical advising.
- E. supporting activities.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #119
Question Type: Application
Self-Test: No

120. Skye West is a manufacturers' agent. Skye is most likely to have responsibilities like those of
(p. 354)

- A. a wholesaler's order taker.
- B. a producer's order taker.
- C. a producer's supporting salesperson.
- D. a retail order taker.
- E.** a producer's order getter.

AACSB: 7 Responsibilities
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #120
Question Type: Application
Self-Test: No

121. Kyra Hanover is an order getter for a modern wholesaler. Kyra is LEAST likely to be involved with:
(p. 354)

- A.** repairing products returned to retailers by customers.
- B. conducting demonstrations for retailers' salespeople and customers.
- C. checking stock to determine what retailers should order.
- D. helping to plan special promotions and advertising for retailers.
- E. serving as a marketing advisor to her retailers.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #121
Question Type: Application
Self-Test: No

122. Retail order getters are usually required for:
(p. 354)

- A. unsought products.
- B. heterogeneous shopping products.
- C. impulse products.
- D. All of the above.
- E.** A and B only.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #122
Question Type: Comprehension
Self-Test: No

123. Retailers of expensive heterogeneous shopping products usually have a strong need for:
(p. 354)

- A. order takers.
- B. technical specialists.
- C. merchandisers.
- D.** order getters.
- E. supporting salespeople.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #123
Question Type: Application
Self-Test: No

124. Paul Osborne is an agent for a major insurance company. He is responsible for building his own network of clients who purchase insurance policies and other financial services from him. He schedules appointments with prospective clients, makes sales presentations, and provides policy service after the sale. Paul is a(n)?

(p. 354)

- A. Order taker.
- B. Order getter.**
- C. Supporting salesperson.
- D. Sales technician.
- E. Sales manager.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #124
Question Type: Application
Self-Test: No

125. Jan Alvarez works for a cable TV company in a large city. She makes telephone calls during the early evening and tries to sell cable services to nonsubscribers. Jan is

(p. 354)

- A. a technical specialist.
- B. a sales promotion specialist.
- C. an order taker.
- D. an order getter.**
- E. a customer service rep.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #125
Question Type: Application
Self-Test: No

126. Tamika White is a sales associate for a prestigious jewelry store. When she started with the store, she relied almost completely on serving customers who just happened to walk into the store and who knew exactly what they wanted—all she had to do was ring up the sale. With experience, she began to gather information about her customers and use them as a source of referrals. She now maintains a large database of her current customers, regularly communicates with them to keep track of their needs, and actively solicits referrals to new customers. When she gets a new referral, Tamika sends the prospective client an invitation to visit the store so that she can work with him/her personally. As a result, her sales are almost all from current customers and referrals, with almost no sales from casual "walk-in" customers. Tamika started out as a(n) _____, but has now become a(n) _____.

(p. 354)

- A. Order getter; supporting salesperson.
- B. Order taker; supporting salesperson.
- C. Supporting salesperson; order taker.
- D. Order taker; order getter.**
- E. Order getter; order taker.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #126
Question Type: Application
Self-Test: No

127. Routine completion of sales made regularly to target customers is done by:
(p. 354)

- A. an order taker.
- B. a merchandiser.
- C. a detailer.
- D. an order getter.
- E. a supporting salesperson.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #127
Question Type: Definition
Self-Test: No

128. A good sales manager knows that:
(p. 354)

- A. order takers usually do very little aggressive selling.
- B. order takers can be used by wholesalers--but not by producers.
- C. order getters complete almost all sales in our country.
- D. whenever possible, order takers should be replaced by order getters.
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #128
Question Type: Self-Test
Self-Test: Self-Test

129. Order takers:
(p. 354)

- A. are not necessary if the firm has good order getters.
- B. are the routine contact people in the sales force.
- C. usually don't call on customers.
- D. do not require any specialized training.
- E. All of the above are correct.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #129
Question Type: Comprehension
Self-Test: No

130. Order takers are concerned with:
(p. 354)

- A. establishing relationships with new customers and developing new business.
- B.** selling to regular customers, completing most sales transactions, and maintaining relationships with their established customers.
- C. seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- D. selling unsought and heterogeneous shopping products.
- E. working with customers to resolve problems that arise with a purchase, usually after the purchase has been made.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #130
Question Type: Comprehension
Self-Test: No

131. Order taking involves:
(p. 354)

- A. establishing relationships with new customers and developing new business.
- B. selling to new customers.
- C. seeking possible buyers with a well-organized sales presentation designed to sell a good, service, or idea.
- D. enhancing the relationship with the customer and getting sales in the long run.
- E.** routinely completing sales made regularly to target customers.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #131
Question Type: Definition
Self-Test: No

132. Regarding personal selling, good sales managers know that:
(p. 354)

- A.** many orders are lost simply because the salesperson didn't ask for the order.
- B. salespeople should spend the same amount of time with each prospect.
- C. the sales rep has very little influence on a prospect's response.
- D. good salespeople are born--not taught.
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #132
Question Type: Comprehension
Self-Test: No

133. An order-taking sales rep would be MOST appropriate for a producer of:

(p. 354)

- A. cleaning materials for maintenance--calling on regular customers.
- B. designer clothing--calling on possible new retailers.
- C. laptop computers--selling to manufacturers who don't yet have any computers.
- D. airplanes--calling on possible corporate jet customers.
- E. a new brand of DVD system--calling on wholesalers.

AACSB: 10 Org Dynamics

Chapter: 14

Difficulty: Medium

LearnObj: 2

Perreault - Chapter 14 #133

Question Type: Application

Self-Test: No

134. A producer's order taker

(p. 354)

- A. usually has little opportunity to increase sales in a territory.
- B. is expected to help customers when something goes wrong with the marketing mix.
- C. doesn't have to make sales presentations or keep customers informed about new developments--order getters do these tasks.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 9 Value creation

Chapter: 14

Difficulty: Medium

LearnObj: 2

Perreault - Chapter 14 #134

Question Type: Comprehension

Self-Test: No

135. An established merchant wholesaler of business supplies would rely mainly on:

(p. 355)

- A. merchandisers.
- B. order takers.
- C. order getters.
- D. supporting salespeople.
- E. missionary salespeople.

AACSB: 13 Economic environments

Chapter: 14

Difficulty: Medium

LearnObj: 2

Perreault - Chapter 14 #135

Question Type: Comprehension

Self-Test: No

136. Mark Johnson's business card says he is a "Customer Service Representative" for OceanView Metal Industries--a wholesaler of standardized steel components used in construction. Mark answers customer questions about the firm's products and arranges for routine orders to be sent to the customer's construction site. It appears that Mark is primarily:

(p. 355)

- A. a missionary salesperson.
- B. a technical specialist.
- C. an order taker.**
- D. an order getter.
- E. none of the above.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #136
Question Type: Self-Test
Self-Test: Self-Test

137. Andrea Mercer is tired of being a manufacturers' agent of accessories sold through merchant wholesalers. She is willing to accept a lower income for less travel and stress. She also wants to continue selling in the same industry so that her experience and business degree will not be wasted. Andrea should look for a job as a:

(p. 355)

- A. producer's order getter.
- B. wholesaler's order taker.**
- C. retail order taker.
- D. technical specialist for a manufacturer.
- E. None of the above fits her needs.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #137
Question Type: Self-Test
Self-Test: Self-Test

138. A Wendy's fast-food restaurant needs _____ to serve its customers.

(p. 355)

- A. merchandisers
- B. order takers**
- C. order getters
- D. hucksters
- E. supporting salespeople

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #138
Question Type: Application
Self-Test: No

139. People who help order-oriented salespeople--but don't try for orders themselves are:
(p. 355)

- A. technical specialists.
- B. missionary salespeople.
- C. supporting salespeople.
- D.** All of the above.
- E. None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #139
Question Type: Definition
Self-Test: No

140. _____ would be LEAST LIKELY to use supporting salespeople.
(p. 355)

- A.** Supermarkets
- B. Producers of prescription drugs
- C. Producers of business accessories
- D. Producers of consumer staples
- E. Merchant wholesalers of installations

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #140
Question Type: Application
Self-Test: No

141. Missionary salespeople
(p. 355)

- A. work with customers to resolve problems that arise at the time of purchase.
- B.** work for producers calling on their intermediaries and their customers.
- C. provide technical assistance to order-oriented salespeople.
- D. work with customers to resolve problems that arise with a purchase, usually after the purchase has been made.
- E. provide information about products, explain company policies, and even negotiate prices or diagnose technical problems.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #141
Question Type: Definition
Self-Test: No

142. According to the text, missionary salespeople are sometime called as
(p. 355)

- A. customer service reps.
- B. technical specialists.
- C.** detailers.
- D. order takers.
- E. account managers.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #142
Question Type: Application
Self-Test: No

143. These salespeople try to develop goodwill and stimulate demand, help intermediaries train their salespeople, and often take orders for delivery by intermediaries.
(p. 355)

- A. Order takers
- B. Customer service reps
- C.** Missionary salespeople
- D. Technical specialists
- E. Account representatives

AACSB: 10 Org Dynamics; 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #143
Question Type: Application
Self-Test: No

144. Missionary sales reps:
(p. 355)

- A. are order takers.
- B. are sales reps in training.
- C. are customer service reps who resolve problems after purchases have been made.
- D.** help train intermediaries' salespeople and set up retail displays.
- E. do a lot of aggressive selling.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #144
Question Type: Self-Test
Self-Test: Self-Test

145. A salesperson works for a producer, calls on intermediaries and their customers, tries to develop goodwill while stimulating demand, but doesn't take any orders for the producer's products. This salesperson is a(n):

(p. 355)

- A. Order getter.
- B. Technical specialist.
- C. Missionary salesperson.**
- D. Order taker.
- E. Sales manager.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #145
Question Type: Application
Self-Test: No

146. The sales manager for a producer of consumer convenience products should recognize that the company may need:

(p. 355)

- A. order getters to sell its established line to regular wholesaler customers.
- B. missionary salespeople to support its wholesalers.**
- C. order takers to open up new territories.
- D. technical specialists to sell to purchasing agents.
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #146
Question Type: Integrating
Self-Test: No

147. A large producer of snack foods feels that retailers do not promote its products aggressively enough--because they also sell competitors' products. The producer should use some:

(p. 355)

- A. missionary sales reps.**
- B. more aggressive sales reps.
- C. order takers.
- D. order getters.
- E. manufacturers' agents.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #147
Question Type: Application
Self-Test: No

148. A large appliance manufacturer has adequate wholesale and retail distribution--but is concerned that the intermediaries do not push its products aggressively enough--because they also carry competitive lines. The manufacturer should hire some:

(p. 355-356)

- A. missionary salespeople.
- B. order getters.
- C. order takers.
- D. technical specialists.
- E. customer service reps.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #148
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

149. A salesperson for cold remedy products visits pharmacists during the cold season and encourages them to use a special end-of-aisle display for his firm's cough syrup and then helps set up the display. The salesperson is a(n)_____.

(p. 356)

- A. Customer service representative
- B. Order taker
- C. Technical specialist
- D. Missionary salesperson
- E. Order getter

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Hard
LearnObj: 2
Perreault - Chapter 14 #149
Question Type: Application
Self-Test: No

150. Gloria Highnote works for CD Wholesale. She helps CD's retailer-customers set up their cooperative advertising, helps train the retailer's salespeople, and gives CD feedback on how sales promotion ideas are working. Gloria is:

(p. 356)

- A. a technical specialist.
- B. a customer service rep.
- C. an order getter.
- D. an order taker.
- E. a missionary salesperson.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #150
Question Type: Self-Test
Self-Test: Self-Test

151. Ali Mulhammed has been working for a producer of video games that sell through toy wholesalers to retailers. He knows all about the games sold by his company and by competitors. He goes into his wholesalers' territories and tries to get local retailer customers interested in the company's line--and even trains retailers to demonstrate the games. When a retailer is ready to buy, Ali turns the business over to the wholesaler's sales rep. Ali is a:

(p. 356)

- A. member of the firm's major accounts sales force.
- B. missionary salesperson.**
- C. technical specialist.
- D. manufacturers' agent.
- E. None of the above is correct.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #151
Question Type: Application
Self-Test: No

152. CeCe Springer works for a large cosmetics company. She calls on retailers to tell them about her firm's new products, to train the retailers' salespeople, and to set up promotion displays. Her boss actually handles the order-related activities. CeCe is:

(p. 356)

- A. an order getter.
- B. a manufacturers' agent.
- C. a technical specialist.
- D. an order taker.
- E. a missionary sales rep.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #152
Question Type: Application
Self-Test: No

153. Missionary selling:

(p. 356)

- A. is another name for major accounts selling.
- B. is the performance of personal selling activities for a nonprofit organization.
- C. is the same as prospecting.
- D. is often an entry position for higher level sales and marketing jobs.**
- E. is typically only used with a firm's largest or most important customers.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #153
Question Type: Comprehension
Self-Test: No

154. These salespeople are often science or engineering graduates with the know-how to understand the customer's applications and explain the advantages of the company's product.
(p. 356)

- A. Customer service reps
- B. Order takers
- C. Technical specialists**
- D. Missionary salespeople
- E. Systems engineer

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #154
Question Type: Comprehension
Self-Test: No

155. "Technical specialists":
(p. 356)

- A. are usually paid a straight commission on sales.
- B. help explain technical details as needed.**
- C. usually work with business purchasing agents.
- D. usually install emergency products.
- E. are technical order getters.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #155
Question Type: Comprehension
Self-Test: No

156. A technical specialist:
(p. 356)

- A. often has a background in product applications rather than sales.
- B. may call on the customer both before and after a purchase.
- C. may work in conjunction with an order getter to persuade new clients.
- D. All of the above are true.**
- E. None of the above is true.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #156
Question Type: Comprehension
Self-Test: No

157. IBM's customers often need help installing its mini computer systems, so IBM should support the efforts of its order getters with:

(p. 356)

- A. sales promotion specialists.
- B. selling aids.
- C. missionary salespeople.
- D.** technical specialists.
- E. order takers.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #157
Question Type: Application
Self-Test: No

158. HP sells custom-made computer systems. Besides order getters, HP probably uses:

(p. 356)

- A. order takers.
- B. missionary salespeople.
- C. merchandisers.
- D. manufacturers' agents.
- E.** technical specialists.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #158
Question Type: Application
Self-Test: No

159. Jim Healey works for Sony. He doesn't take orders from customers, but he is extremely knowledgeable about the entire Sony product line and about how its specifications compare to the competition's products. He helps a regular Sony salesperson by providing details about how Sony's products work, and knows the customer applications for which the products are best suited. Jim is a:

(p. 356)

- A. Order getter.
- B.** Technical specialist.
- C. Missionary salesperson.
- D. Order taker.
- E. Sales manager.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #159
Question Type: Application
Self-Test: No

160. Sarah Manchester works for a cable TV company in a large city. She consults with architects and builders who want advice about planning for a home theater set-up before a home is built and wired. The cable company created Sarah's position when it learned that a local satellite TV service provider was signing up a larger share of new home owners in luxury subdivisions.

(p. 356)

- A. a technical specialist.
- B. a sales promotion specialist.
- C. an order taker.
- D. an order getter.
- E. a customer service rep.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 2
Perreault - Chapter 14 #160
Question Type: Application
Self-Test: No

161. Customer service reps:

(p. 356)

- A. are order getters who sell service products.
- B. usually work with missionary salespeople.
- C. resolve problems after a purchase has been made.
- D. usually install technical products for customers.
- E. hire professional services personnel.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #161
Question Type: Comprehension
Self-Test: No

162. Customer service reps

(p. 356)

- A. work with customers to resolve problems that arise at the time of purchase.
- B. work for producers calling on their intermediaries and their customers.
- C. provide technical assistance to order-oriented salespeople.
- D. work with customers to resolve problems that arise with a purchase, usually after the purchase has been made.
- E. are invaluable in working with business customers, but not final consumers.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #162
Question Type: Comprehension
Self-Test: No

163. Customer service reps help:

(p. 356)

- A. customers buy.
- B. the company win customers.
- C. when a customer has technical questions that an order taker can't answer.
- D.** the company keep customers.
- E. all of the above.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #163
Question Type: Comprehension
Self-Test: No

164. A customer service rep's main job is to:

(p. 357)

- A. take orders.
- B.** find a remedy when something goes wrong with a firm's marketing mix after a purchase.
- C. get new orders.
- D. set up retail displays for retail customers.
- E. listen to customer complaints.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #164
Question Type: Comprehension
Self-Test: No

165. A customer service rep's job could include:

(p. 357)

- A. understanding a customer's complaints.
- B. finding a remedy when something goes wrong with a firm's marketing mix after a purchase.
- C. resolving a billing problem.
- D. handling an exchange of a defective product.
- E.** all of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #165
Question Type: Application
Self-Test: No

166. Customer service is part of:

(p. 358)

- A. Product.
- B. Place.
- C.** Promotion.
- D. Price.
- E. None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #166
Question Type: Comprehension
Self-Test: No

167. Which of the following statements about customer service is true?

(p. 358)

- A. A customer service rep may have to deal with a customer problem that is due to a customer error, not just an error by the company.
- B. Customer service is the service part of the benefit that a customer gets when purchasing a physical good.
- C. Customer service costs are likely to decrease a firm's customer equity.
- D. Customer service is more important for winning customers than for keeping customers.
- E. From a firm's perspective, customer service is a necessary evil but isn't likely to cost the firm anything.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #167
Question Type: Comprehension
Self-Test: No

168. Customer service reps:

(p. 356-358)

- A. are advocates for the customer.
- B. solve problems after a purchase.
- C. are advocates for the company.
- D. promote the customer's next purchase.
- E. all of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #168
Question Type: Comprehension
Self-Test: No

169. A breakdown in any element of the marketing mix can result in a requirement for

(p. 358)

- A. customer service.
- B. additional sales promotion.
- C. reimbursement.
- D. replacing the salesperson.
- E. technical specialists.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #169
Question Type: Application
Self-Test: No

170. Hannah Spiritway works for a cable TV company in a large city. She handles telephone calls from customers who are having problems with their cable service. Hannah is

(p. 356-358)

- A. a technical specialist.
- B. a sales promotion specialist.
- C. an order taker.
- D. an order getter.
- E.** a customer service rep.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 3
Perreault - Chapter 14 #170
Question Type: Application
Self-Test: No

171. A good marketing manager organizing a new sales force knows that:

(p. 358)

- A. new sales reps should start out on the major accounts sales force so they can learn the business from the bottom up.
- B. the most profitable approach is to start with a small number of salespeople, and then quickly add more if they can't do the job.
- C.** it may be necessary to rely on team selling and have more than one rep call on a single customer if different skills are needed.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 14 #171
Question Type: Comprehension
Self-Test: No

172. Jonquil, Inc., located in Walla Walla, Washington, is a major manufacturer of class rings for colleges. It is one of two ring companies trying to become the solely authorized class ring distributor for Carter Glass University in Virginia—a large university of over 25,000 students. When invited to make a sales presentation to the buying group at Carter Glass University, Jonquil sent the national vice-president of marketing, the national customer service director, the national design director, the regional sales manager, and the local sales representative in Virginia. During the sales presentation, each person discussed what role he/she would have in serving the Carter Glass University account. Jonquil, Inc. seems to be doing:

(p. 358)

- A. Joint problem solving.
- B.** Team selling.
- C. Sales promotion.
- D. Order taking.
- E. Missionary selling.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #172
Question Type: Application
Self-Test: No

173. Which of the following statements is FALSE?

(p. 359)

- A. Team selling involves different specialists--to handle different parts of the selling job.
- B.** A major accounts sales force is used to sell to small retailers who are not covered by wholesalers in the channel.
- C. Carefully selected sales territories can reduce the cost of sales calls.
- D. The first step in deciding how many salespeople are needed is to estimate how much work can be done by one person in some time period.
- E. Telemarketing provides salespeople with many of the benefits of a personal visit--including the ability to modify the message as feedback is received.

AACSB: 10 Org Dynamics

Chapter: 14

Difficulty: Easy

LearnObj: 4

Perreault - Chapter 14 #173

Question Type: LearnAid

Self-Test: Self-Test & Learn Aid

174. Jeffrey O'Donnell works for a producer of dairy products and knows all about these products. He

(p. 359)

is responsible for only two very large chain customers. Other sales reps, like Jeffrey, call on other large chains for this producer. They regularly call on the central offices of these big retail chains and encourage them to buy the company's full line. Jeffrey is:

- A. a missionary salesperson.
- B. a retail order taker.
- C. a technical specialist.
- D. a manufacturers' agent.
- E.** a member of his company's major accounts sales force.

AACSB: 10 Org Dynamics

Chapter: 14

Difficulty: Medium

LearnObj: 4

Perreault - Chapter 14 #174

Question Type: Application

Self-Test: No

175. Edward Seaton owns a firm that manufactures custom-made carpets. He has a regular sales force to call on smaller customers and an elite force to call on larger accounts. The elite sales force is called:

(p. 359)

- A. customer service reps.
- B.** major accounts sales force.
- C. technical specialists.
- D. supporting salespeople.
- E. missionary salespeople.

AACSB: 10 Org Dynamics

Chapter: 14

Difficulty: Medium

LearnObj: 4

Perreault - Chapter 14 #175

Question Type: Application

Self-Test: No

176. Which of the following about telephone selling by an inside sales group is FALSE?

(p. 360)

- A. saves time and money for the producer.
- B. provides a way for the producer to get direct feedback from customers.
- C. extends the personal selling effort to new target markets.
- D. provides a way for the producer to find solutions to potential problems.
- E. none of the above is false.**

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #176
Question Type: Comprehension
Self-Test: No

177. Which of the following statements about telemarketing is False?

(p. 360)

- A. Customer response to telemarketing is the same in both business markets and final consumer markets.**
- B. Telemarketing can extend personal selling efforts to new target markets.
- C. Telemarketing can save time and money for the seller.
- D. Telemarketing can increase the frequency of contact with current customers.
- E. Telemarketing can provide needed support for customers in e-commerce situations.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #177
Question Type: Comprehension
Self-Test: No

178. Carefully set territories

(p. 360)

- A. can reduce travel time but increase costs.
- B. can reduce confusion about who has responsibility for a set of sales tasks.**
- C. always include at least one metropolitan area.
- D. always reduce the cost of sales calls.
- E. can increase travel time while reducing costs.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 14 #178
Question Type: Comprehension
Self-Test: No

179. Allied Corp. has found that an effective salesperson should call on each account about six times a year and spend about two hours per sales call. Every salesperson works a 40-hour week and takes off two weeks for vacation each year. A salesperson must spend half of the time on travel and administration. Approximately how many salespeople does Allied need to service 500 accounts?

(p. 361)

- A. 12
- B. 30
- C. 2
- D. 6**
- E. There is not enough information to determine the answer.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 4
Perreault - Chapter 14 #179
Question Type: Self-Test
Self-Test: Self-Test

180. It is usually the _____ job, perhaps with help from specialists in technology, to decide what types of sales technology tools are needed and how they will be used.

(p. 363)

- A. sales manager's**
- B. procurement manager's
- C. marketing executive's
- D. purchasing manager's
- E. product manager's

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #180
Question Type: Application
Self-Test: No

181. A sales rep might use new software for _____ to provide a competitive advantage:

(p. 363-364)

- A. sales forecasting.
- B. shelf-space management.
- C. customer contact management.
- D. time management.
- E. all of the above.**

AACSB: 4 Use of IT
Chapter: 14
Difficulty: Easy
LearnObj: 5
Perreault - Chapter 14 #181
Question Type: Application
Self-Test: No

182. A sales rep might use new software for _____ to provide a competitive advantage:

(p. 363-364)

- A. sales forecasting.
- B. spreadsheet analysis.
- C. electronic presentations.
- D. customer contacts.
- E. all of the above.**

AACSB: 4 Use of IT
Chapter: 14

Difficulty: Easy
LearnObj: 5

Perreault - Chapter 14 #182
Question Type: Application
Self-Test: No

183. Which of the following is a good example of a sales technology?

(p. 363-364)

- A. spreadsheet analysis of scanner data
- B. electronic slide show for a sales presentation
- C. software for shelf space management
- D. order status information available over the Internet
- E. all of the above**

AACSB: 4 Use of IT
Chapter: 14

Difficulty: Easy
LearnObj: 5

Perreault - Chapter 14 #183
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

184. New hardware and software available to salespeople:

(p. 363-364)

- A. Change the basic sales tasks that must be performed, but don't change how well the tasks are done.
- B. Involve no costs to the firm except the purchase of the hardware and software.
- C. Do not provide any new ways to meet customer needs.
- D. May provide a real competitive advantage to a firm if they are used properly.**
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14

Difficulty: Easy
LearnObj: 5

Perreault - Chapter 14 #184
Question Type: Comprehension
Self-Test: No

185. Selecting "good, well-qualified" salespeople can be aided by:

(p. 364-365)

- A. multiple interviews with company executives.
- B. systematic selection procedures.
- C. good job descriptions.
- D. background checks.
- E. All of the above.**

AACSB: 10 Org Dynamics
Chapter: 14

Difficulty: Easy
LearnObj: 6

Perreault - Chapter 14 #185
Question Type: Comprehension
Self-Test: No

186. A _____ is a written statement of what a salesperson is expected to do.
(p. 365)

- A. Covering letter
- B. Job description**
- C. Terms of employment
- D. Conditions of service
- E. Disclaimer

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #186
Question Type: Application
Self-Test: No

187. A job description for a sales position
(p. 365)

- A. should be detailed enough that it lists the specific tasks to be performed.**
- B. should be in writing, but should be quite general so that it doesn't reduce the sales manager's flexibility in assigning jobs.
- C. should look pretty much the same from one company to another.
- D. is not very useful, since the job is always changing.
- E. all of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 6
Perreault - Chapter 14 #187
Question Type: Comprehension
Self-Test: No

188. A good job description for a salesperson:
(p. 365)

- A. Should be somewhat vague in order to give salespeople some flexibility.
- B. Has nothing to do with the selection of new salespeople.
- C. Lists the specific tasks that salespeople are expected to do.**
- D. Should not be used as a basis for performance evaluation.
- E. None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #188
Question Type: Comprehension
Self-Test: No

189. A good job description will help a new sales manager see:
(p. 365)

- A. the kind of training needed.
- B. the kind of salespeople to be selected.
- C. what selling tasks are needed.
- D. how salespeople should be paid.
- E. All of the above.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #189
Question Type: Definition
Self-Test: No

190. All of the following are true of job descriptions except

(p. 365)

- A. provides a basis for how salespeople should be paid.
- B. lists routine prospecting and sales report writing tasks.
- C. provides clear guidelines about what selling tasks the job involves.
- D.** lists general tasks to be performed but doesn't get too specific.
- E. provides a basis for seeing how salespeople should be trained.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 6
Perreault - Chapter 14 #190
Question Type: Comprehension
Self-Test: No

191. Which of the following statements by a sales manager suggests a problem?

(p. 365)

- A. "Taking a successful sales rep out of a territory for sales training is like spending money to teach a fish to swim."
- B. "I was a sales rep before becoming manager, so I don't need a job description to help me look for new salespeople."
- C. "I select new salespeople all by myself, because I am the one responsible for the performance of the sales force."
- D.** Each of the above indicates a problem.
- E. None of the above indicates a problem.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 6
Perreault - Chapter 14 #191
Question Type: Comprehension
Self-Test: No

192. A firm's sales training should cover:

(p. 365)

- A. professional selling skills.
- B. building relationships with customers.
- C. company policies and practices.
- D. product information.
- E.** all of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #192
Question Type: Definition
Self-Test: No

193. The company's sales training program typically covers all the following areas except
(p. 365)

- A. company policies and practices.
- B. product information.
- C. building relationships with customer firms.
- D. professional selling skills.
- E.** personnel attitudes and prospective client profiles.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #193
Question Type: Comprehension
Self-Test: No

194. Which of the following statements is true?

(p. 365-366)

- A. Good salespeople are born with inherent selling traits and need little training.
- B.** All salespeople need training.
- C. Selling skills are best learned with interactive Web training programs.
- D. New salespeople should be immediately sent out on the road to get acquainted with the firm's best customers.
- E. Training should include on-the-job observation, but classroom and Web-based learning is rarely needed.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 6
Perreault - Chapter 14 #194
Question Type: Comprehension
Self-Test: No

195. Regarding the training of salespeople:

(p. 365-366)

- A. A good salesperson does not need training.
- B. Experienced salespeople do not need training.
- C. Most good salespeople are "born salespeople" and possess the necessary skills without training.
- D. Time spent on classroom training of new salespeople is often wasted because experience in dealing directly with customers is the best possible training.
- E.** None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #195
Question Type: Comprehension
Self-Test: No

196. Sales force training is needed for anyone:

(p. 365)

- A. with prior selling experience with the firm's type of products.
- B. with knowledge of the company's products--but no selling experience.
- C. with some selling experience--but no knowledge of the company or its products.
- D. who is new to sales and/or the company's products.
- E.** All of the above.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #196
Question Type: Definition
Self-Test: No

197. Regarding sales force training,

(p. 365-366)

- A. it is rarely necessary to take a successful and experienced sales rep out of the field for a training program.
- B. every new sales rep should go through all parts of a firm's training program, so that nothing is missed.
- C. training programs should focus on company policies and product information, since sales presentation skills are best learned in the field.
- D. All of the above are true.
- E.** None of the above is true.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #197
Question Type: Self-Test
Self-Test: Self-Test

198. Sales training:

(p. 365-366)

- A. usually isn't necessary if a new salesperson has had similar selling experience calling on the same customers for a competing company.
- B. programs should focus on product and company information--since research shows that training is not effective in developing selling skills.
- C. is usually needed only for new salespeople.
- D. All of the above are true.
- E.** None of the above is true.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 6
Perreault - Chapter 14 #198
Question Type: Comprehension
Self-Test: No

199. Providing training in selling techniques help a salesperson in all of the following ways except

(p. 365-366)

- A. winning new customers by disparaging competitors.
- B. listening carefully to identify a customer's real objections.
- C. closing the sale.
- D. working with customers in difficult customer service situations.
- E. how to be more effective in cold calls on new prospects.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 6
Perreault - Chapter 14 #199
Question Type: Comprehension
Self-Test: No

200. When setting salespeople's compensation level,

(p. 366)

- A. a company should pay everyone at least the going market wage for order getters.
- B. salespeople should be the highest-paid employees in the company.
- C. order takers should be paid more than order getters.
- D. the first step is to write job descriptions.
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #200
Question Type: Comprehension
Self-Test: No

201. With regard to the level of compensation for salespeople, a marketing manager should recognize that:

(p. 366)

- A. order takers generally are paid more than order getters.
- B. the appropriate level of compensation should be suggested by the job description.
- C. a good order getter will generally be worth less to a firm than a good technical specialist.
- D. the firm should attempt to pay all its salespeople at least the going market wage for order getters.
- E. salespeople should be the highest-paid employees in the firm.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #201
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

202. According to the text, to recruit, motivate, and keep good salespeople, a firm has to

(p. 366)

- A. provide encouragement by giving trophies and certificates.
- B. give public recognition.
- C. develop an effective compensation plan.
- D. offer a promotion.
- E. reinvent its marketing strategies.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #202
Question Type: Application
Self-Test: No

203. The two basic decisions to be made in developing a compensation plan are the method of payment and
(p. 366)

- A. designation of the salesperson.
- B.** level of compensation.
- C. number of years of service.
- D. number of client commendations received.
- E. career advancement.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #203
Question Type: Application
Self-Test: No

204. A firm's sales compensation plan should consider
(p. 366)

- A. the pay for other jobs in the firm.
- B. the amount of direct control desired by the firm.
- C. the amount of selling versus nonselling time.
- D. what competitors pay salespeople.
- E.** all of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #204
Question Type: Comprehension
Self-Test: No

205. All of the following are payment methods for personal selling except
(p. 366)

- A. straight salary.
- B. combination plan.
- C. straight commission.
- D. profit-sharing.
- E.** tax deductions.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #205
Question Type: Application
Self-Test: No

206. The most popular sales force payment method is:
(p. 366)

- A.** a combination plan.
- B. the consultative selling method.
- C. straight salary.
- D. straight commission.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #206
Question Type: Definition
Self-Test: No

207. Regarding sales force compensation methods:

(p. 366)

- A. combination plans provide some security and some incentive.
- B. straight commission avoids the need to consider a sales quota.
- C. straight salary provides the most incentive.
- D. sales quotas play no role in any of the methods.
- E. All of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #207
Question Type: Integrating
Self-Test: No

208. A straight salary

(p. 366)

- A. offers the most security for the salesperson.
- B. includes some salary and some commission.
- C. offers the most incentive.
- D. is tied to results actually achieved.
- E. is based on the specific sales or profit objective a salesperson is expected to achieve.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #208
Question Type: Definition
Self-Test: No

209. A sales manager's CONTROL over his salespeople:

(p. 367)

- A. is strongest with order getters who are paid on straight commission.
- B. cannot be obtained with combination plans.
- C. can be the strongest with a straight salary plan.
- D. is small; it's the responsibility of the marketing manager.
- E. is not too important if the salespeople regularly meet their sales quotas.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #209
Question Type: Self-Test
Self-Test: Self-Test

210. A salesperson on a(n) _____ earns the same amount regardless of how he or she spends time.

(p. 367)

- A. bonus plan
- B. commission pay
- C. straight salary
- D. combination plan
- E. incentive plan

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #210
Question Type: Application
Self-Test: No

211. The _____ compensation plan increases the amount of sales supervision needed.
(p. 367)

- A. Straight salary
- B. Commission pay
- C. Bonus plan
- D. Combination plan
- E. Profit-sharing plan

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #211
Question Type: Application
Self-Test: No

212. Regarding sales force compensation, the commission method is based on:
(p. 366)

- A. a percentage of dollar sales.
- B. the number of new accounts.
- C. customer satisfaction ratings.
- D. customer service problems resolved.
- E. any of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #212
Question Type: Comprehension
Self-Test: No

213. Even though commissions are often based on a percentage of dollar sales, they can be based on _____ instead.
(p. 366)

- A. number of new accounts.
- B. customer satisfaction ratings.
- C. customer service problems resolved in some time period.
- D. all of the above.
- E. none of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #213
Question Type: Application
Self-Test: No

214. The _____ method of payment uses a percentage of dollar sales in calculating compensation.
(p. 366)

- A. Bonus
- B. Commission
- C. Straight salary
- D. Combination
- E. Employee discount

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #214
Question Type: Application
Self-Test: No

215. The commission method of payment:

(p. 366)

- A. includes some salary and some commission.
- B. offers the most security for the salesperson.
- C.** offers the most incentive for the salesperson.
- D. is tied to results projected in the sales plan.
- E. increases the amount of sales supervision needed.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #215
Question Type: Definition
Self-Test: No

216. A merchant wholesaler who wants to provide the most INCENTIVE in his sales force payment plan should use:

(p. 366)

- A. salary plus commission.
- B.** straight commission.
- C. the same level of pay for all salespeople.
- D. salary plus bonus.
- E. straight salary.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #216
Question Type: Application
Self-Test: No

217. With the _____ method of payment, some salary and some commission are included.

(p. 366)

- A. Commission
- B. Bonus
- C.** Combination
- D. Straight salary
- E. Stock

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #217
Question Type: Application
Self-Test: No

218. A producer wants to increase the amount of time its sales reps spend on supporting activities. It also wishes to keep its sales reps motivated and aggressive, and also provide some security. Which payment plan should the firm use?

(p. 366)

- A. Straight salary
- B.** Combination plan
- C. Straight commission

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #218
Question Type: Application
Self-Test: No

219. A producer wants to reduce sales force turnover AND obtain a more aggressive sales effort for its accessories. Which of the following sales force payment methods should it use?

(p. 366)

- A. Straight salary
- B. Selling formula plan
- C. Combination plan**
- D. Straight commission

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #219
Question Type: Application
Self-Test: No

220. The sales manager of the Retro Butterfly Chair Corp. wishes to compensate his sales force in a way which will provide some security, incentive, flexibility, and control. The company should offer its sales force:

(p. 366)

- A. straight salaries.
- B. straight commissions.
- C. a combination plan.**
- D. a value plan.
- E. a bonus plan.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #220
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

221. Liz Edwards is a sales associate for a major retailer of high-quality cooking supplies, housewares, and furniture. She is paid an hourly wage, plus she gets an additional sum of money that is a percentage of the dollar sales of all the sales associates combined during the hours that she works. Liz is working under a _____ compensation plan:

(p. 366)

- A. Straight salary.
- B. Combination.**
- C. Straight commission.
- D. Incentive.
- E. None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #221
Question Type: Application
Self-Test: No

222. Once the compensation level for a producer's salespeople has been set, the particular METHOD of payment depends on the:

(p. 366)

- A. need for incentive.
- B. setting of sales quotas.
- C. desire for simplicity.
- D. need for control.
- E. All of the above.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #222
Question Type: Definition
Self-Test: No

223. Regarding sales force payment methods:

(p. 366)

- A. it is common to sacrifice some simplicity to gain more flexibility, incentive, or control.
- B. combination plans offer some degree of security, incentive, and control.
- C. straight commission offers the most incentive.
- D. straight salary provides the most security and control.
- E. All of the above are true.**

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #223
Question Type: Integrating
Self-Test: No

224. Which of the following statements about salesperson compensation is FALSE?

(p. 367-368)

- A. Commissions reduce the need for working capital.
- B. Incentives must be carefully aligned with the firm's objectives.
- C. Compensation plans should be clear.
- D. Sales managers must plan, implement, and control.
- E. None of the above is false.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Hard
LearnObj: 7
Perreault - Chapter 14 #224
Question Type: Comprehension
Self-Test: No

225. A sales compensation plan should:

(p. 368)

- A. be easy for salespeople to understand.**
- B. use the same commission rates on all products--if commissions are used at all.
- C. be based on salary or commission, but not a combination of the two.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #225
Question Type: Comprehension
Self-Test: No

226. Which of the following sales force payment methods is best for SIMPLICITY?

(p. 368)

- A. Salary plus bonus plan
- B. Value plan
- C. Combination plan
- D. Straight salary**
- E. None of the above, i.e., all are equal.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #226
Question Type: Definition
Self-Test: No

227. The specific sales or profit objective a salesperson is expected to achieve is known as a:

(p. 367)

- A. Sales quota.**
- B. Sales range.
- C. Sales standard.
- D. Sales return.
- E. Sales maximum.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #227
Question Type: Definition
Self-Test: No

228. _____ is the specific sales or profit objective a salesperson is expected to achieve

(p. 367)

- A. Sales quota**
- B. Sales target
- C. Sales prospecting
- D. Sales presentation
- E. Sales percentage

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #228
Question Type: Application
Self-Test: No

229. Which of the following statements relating to sales quotas is FALSE?

(p. 367)

- A. Sales potential usually differs from one sales territory to another.
- B.** A salesperson's sales quota is the specific level of sales he or she achieved in the previous sales period.
- C. Unless the pay plan allows for territory differences, some sales reps may be overworked and others may be underworked.
- D. Unless the pay plan allows for territory differences, some sales reps may be underpaid for the same amount of effort.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #229
Question Type: Comprehension
Self-Test: No

230. Personal selling techniques include all of the following EXCEPT:

(p. 368)

- A. searching for prospects.
- B. making sales presentations.
- C. planning sales presentations.
- D.** preparing job descriptions.
- E. following up after the sale.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #230
Question Type: Definition
Self-Test: No

231. Put the steps of the personal selling process in order:

(p. 369)

Prospect for new customers; Select target customer; Preplan sales call and presentation; Make sales presentation; _____; and Follow up after the sales call.

- A. Create interest.
- B. Open sale.
- C. Overcome objections.
- D.** Close sale.
- E. Contact buyer.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #231
Question Type: Comprehension
Self-Test: No

232. _____ involves following all the leads in the target market to identify potential customers.
(p. 368)

- A. Sales presentation
- B. Prospecting**
- C. Closing
- D. Sales quota
- E. Marketing

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #232
Question Type: Application
Self-Test: No

233. "Prospecting:"
(p. 368-370)

- A. involves following all the leads in the target market.
- B. should require a sales rep to spend the same amount of time with each prospect.
- C. refers to selection of the firm's target market.
- D. should use a system for allocating time to potential customers based on their potential.
- E. Both A and D.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #233
Question Type: Comprehension
Self-Test: No

234. Which of the following statements about prospecting is FALSE?
(p. 368-370)

- A. Prospecting focuses on identifying new customers.
- B. A sales rep needs to set priorities for all prospects--both old and new.
- C. A sales rep must qualify potential customers.
- D. CRM systems help with the process of prospecting.
- E. None of the above is false.**

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #234
Question Type: Comprehension
Self-Test: No

235. Robert Jackson sells luxury automobiles at a dealership in an upscale section of a major city. When he started out as a salesperson, he identified potential customers by visiting office buildings near the dealership and examining the directories in the buildings' lobbies. He discovered that there were several large law firms within a mile or two of the dealership. He would copy down the names of the law firms and their attorneys from the building directory. Then he would mail engraved invitations to each of the attorneys inviting them to the dealership to test drive a new car. Deciding to focus on attorneys exclusively, he purchased a directory of attorneys in the area and started expanding his potential customer base. Robert is engaged in

(p. 368)

- A. The consultative selling approach.
- B. Prospecting.**
- C. The selling formula approach.
- D. Closing.
- E. None of the above.

AACSB: 9 Value creation
Chapter: 14

Difficulty: Easy

LearnObj: 8

Perreault - Chapter 14 #235

Question Type: Application

Self-Test: No

236. Which of the following is NOT one of the sales presentation approaches discussed in the text?

(p. 370)

- A. Prepared sales presentation
- B. Selling formula approach
- C. Consultative selling approach
- D. Target market approach**
- E. None of the above, i.e., all are discussed in the text.

AACSB: 9 Value creation
Chapter: 14

Difficulty: Easy

LearnObj: 8

Perreault - Chapter 14 #236

Question Type: Definition

Self-Test: No

237. A _____ is the salesperson's request for an order.

(p. 370)

- A. close**
- B. prospect
- C. sales quota
- D. job description
- E. proposal

AACSB: 10 Org Dynamics
Chapter: 14

Difficulty: Easy

LearnObj: 8

Perreault - Chapter 14 #237

Question Type: Definition

Self-Test: No

238. With the _____ approach, the salesperson uses a memorized presentation that is not adapted to each individual customer.
(p. 370)

- A. Prepared sales
- B. Consultative selling
- C. Selling formula
- D. Fixed sales
- E. Differentiated value

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #238
Question Type: Application
Self-Test: No

239. With the _____ approach, the salesperson assumes that a customer faced with a particular stimulus will say yes to his request for an order.
(p. 370)

- A. Selling formula
- B. Consultative selling
- C. Prepared sales
- D. Fixed sales
- E. Differentiated value

AACSB: 9 Value creation
Chapter: 14
Difficulty: Hard
LearnObj: 8
Perreault - Chapter 14 #239
Question Type: Application
Self-Test: No

240. Which of the following statements about the prepared sales presentation is False?
(p. 370)

- A. It may contain several attempts to close a sale.
- B. It is not adapted to an individual customer's needs.
- C. It makes sense for experienced salespeople to use it.
- D. The salesperson does most of the talking.
- E. It is not considered a good approach for complicated selling situations.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #240
Question Type: Comprehension
Self-Test: No

241. A prepared sales presentation:

(p. 370-371)

- A. is the best approach for most selling situations--since the company can control what the sales rep says.
- B. usually involves many questions, to be sure each customer's needs are fully understood.
- C. is common with high value items--to be sure the customer learns about all of the technical details.
- D. is best when a lot of time is available for a sales presentation.
- E.** None of the above is true.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #241
Question Type: Comprehension
Self-Test: No

242. A sales presentation in which the sales rep does most of the talking, using a "canned" presentation to obtain a "yes" answer to a "trial close" is a:

(p. 370)

- A.** prepared sales presentation.
- B. target market presentation.
- C. consultative selling presentation.
- D. selling formula presentation.
- E. None of the above.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #242
Question Type: Definition
Self-Test: No

243. Which sales presentation would be "best" for convenience (food) store clerks?

(p. 370)

- A. Selling formula approach
- B.** Prepared sales presentation
- C. Target market presentation
- D. Consultative selling approach
- E. None of the above.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #243
Question Type: Application
Self-Test: No

244. A lawn care firm selling by phone to people listed in the telephone directory should use which of the following sales presentations?
(p. 370)

- A. Consultative selling approach.
- B. Selling formula approach.
- C. Prepared sales presentation.**
- D. Target market presentation.
- E. None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #244
Question Type: Application
Self-Test: No

245. Paige Whaley works as a telephone salesperson for a newspaper. She calls new residents in the city to try to get subscriptions for home delivery. Which of the following types of sales presentation should she use?
(p. 370)

- A. Prepared sales presentation.**
- B. Selling formula approach.
- C. Consultative selling approach.
- D. Customer service approach.
- E. Sales quota approach.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #245
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

246. Elise Noble works as a telephone salesperson for the Catalog Division of JC Penney. Her primary job is to call customers with Penney charge accounts to inform them about sale items and ask if they would like to order the sale items. Which of the following kinds of sales presentations would be best for Elise to use?
(p. 370)

- A. Prepared sales presentation.**
- B. Customer service approach.
- C. Consultative selling approach.
- D. Selling formula approach.
- E. Target market presentation.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #246
Question Type: Comprehension
Self-Test: No

247. The _____ involves developing a good understanding of the individual customer's needs before trying to close the sale.
(p. 371)

- A. Selling formula approach
- B. Consultative selling approach**
- C. Prepared sales presentation
- D. Fixed sales presentation
- E. Differentiated value approach

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #247
Question Type: Application
Self-Test: No

248. With the _____ approach, the sales rep begins by making some general benefit statements to get the customer's attention and interest.
(p. 371)

- A. Prepared sales
- B. Fixed sales
- C. Selling formula
- D. Consultative selling**
- E. Differentiated value

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #248
Question Type: Application
Self-Test: No

249. With the _____ approach, the customer and the salesperson work together to satisfy the customer's needs and solve the problem.
(p. 371)

- A. Prepared sales
- B. Fixed sales
- C. Selling formula
- D. Consultative selling**
- E. Differentiated value

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #249
Question Type: Application
Self-Test: No

250. Some sales reps try to get a prospect to do most of the talking at first--to help pinpoint the potential customer's needs. After the sales rep feels that he understands the customer's needs, he begins to enter more into the discussion, helping the customer understand his own needs, showing how his product satisfies the customer's needs, and then trying to close the sale. This type of sales presentation uses the:

(p. 371)

- A. selling formula approach.
- B. target market presentation.
- C. consultative selling approach.
- D. prepared sales presentation.
- E. None of the above.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #250
Question Type: Definition
Self-Test: No

251. A sales rep for installations probably should use a _____ sales presentation.

(p. 371)

- A. consultative selling approach
- B. target market
- C. prepared
- D. selling formula approach
- E. any of the above

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #251
Question Type: Application
Self-Test: No

252. A sales representative for Xerox always begins her sales presentation by conducting an interview with the potential customer. She asks several multiple-choice questions that are designed to pinpoint the needs of the customer for various features of a new copying machine. At the end of the interview, the salesperson takes a moment to summarize the results in a profile of the customer and his/her needs. She then matches the needs to a specific model in the Xerox line of copiers, and shows how the Xerox model compares to other competing models. This sales representative is engaged in:

(p. 371)

- A. A consultative selling approach.
- B. A prepared sales presentation.
- C. A selling formula approach.
- D. A telemarketing approach.
- E. A prospecting approach.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #252
Question Type: Application
Self-Test: No

253. Tyler Young sells a diverse line of conveyor systems to small manufacturers. He has found that he is most successful when he uses the sales call to help the customer solve some problem using one of his products. Tyler probably relies on

(p. 371)

- A. the missionary approach.
- B. the prepared presentation approach.
- C. the selling formula approach.
- D.** the consultative selling approach.
- E. Any of the above is equally likely.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #253
Question Type: Application
Self-Test: No

254. Dale Jetta sells life insurance. The company provides a list of prospects and Dale starts each sales call by asking the potential customer to explain his or her financial goals. Dale is probably using the

(p. 371)

- A. selling formula approach.
- B.** consultative selling approach.
- C. canned presentation approach.
- D. target market approach.
- E. missionary approach.

AACSB: 9 Value creation
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #254
Question Type: LearnAid
Self-Test: Self-Test & Learn Aid

255. Betti Hallmark sells women's clothing and gets most of her business from regular customers who have bought from her before. Betti never tries to sell anything before first trying to determine each customer's specific needs. Once she understands the customer's needs, Betti helps the customer understand her own needs and then shows how some product will fill those needs. Betti's sales presentation uses the:

(p. 371)

- A. "canned" approach.
- B. target market presentation.
- C. selling formula approach.
- D.** consultative selling approach.
- E. None of the above.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #255
Question Type: Application
Self-Test: No

256. The selling formula approach

(p. 371)

- A. makes some general benefit statements to get the customer's attention and interest.
- B.** starts with a prepared presentation outline approach and leads the customer through some logical steps to a final close.
- C. involves developing a good understanding of the individual customer's needs before trying to close the sale.
- D. uses a memorized presentation that is not adapted to each individual customer.
- E. is a problem-solving approach in which the customer and salesperson work together to satisfy the customer's needs.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #256
Question Type: Comprehension
Self-Test: No

257. The selling formula approach:

(p. 371)

- A. Starts out much like the consultative selling approach.
- B.** Follows a series of logical steps based on some knowledge of the target customer.
- C. Becomes identical to the prepared sales presentation as the salesperson approaches an opportunity to close the sale.
- D. All of the above.
- E. A and C only.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #257
Question Type: Comprehension
Self-Test: No

258. The selling formula approach:

(p. 371)

- A.** starts with a prepared presentation outline, discovers each customer's specific needs, and then leads the customer through some logical steps to a final close.
- B. uses the same sales presentation with every potential customer.
- C. usually requires a more skilled salesperson than the consultative selling approach.
- D. All of the above are true.
- E. None of the above is true.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #258
Question Type: Comprehension
Self-Test: No

259. Producers who know something about their target customers' needs and attitudes often supply their relatively untrained salespeople with a sales presentation in which (1) the salesperson does most of the talking at the beginning, (2) then brings the customer into the discussion to clarify the customer's needs, and (3) tries to close the sale. They are using a:

(p. 371)

- A. consultative selling approach.
- B. quota system.
- C. prepared sales presentation.
- D. selling formula approach.**
- E. target market presentation.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #259
Question Type: Definition
Self-Test: No

260. San Oxana Insurance Company uses relatively untrained people to sell its life insurance. The sales reps learn prepared sales presentations which help them describe the firm's policies to potential customers, discover each customer's specific needs, and then lead them through some logical steps to a final close. They are using a:

(p. 371)

- A. selling formula approach.**
- B. customer service approach.
- C. target market presentation.
- D. consultative selling approach.
- E. prepared sales presentation.

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #260
Question Type: Application
Self-Test: No

261. Simon Juarez sells life insurance for a large New Mexico firm. He locates customers by selecting names out of a telephone directory and calling to arrange an appointment. He begins each presentation by explaining the basic features and merits of his product--eventually bringing the customer into the conversation to clarify the customer's insurance needs. Then he tells how his insurance policy would satisfy the customer's needs and attempts to close the sale. Simon's sales presentation is based on the:

(p. 371)

- A. consultative selling approach.
- B. selling formula approach.**
- C. canned presentation approach.
- D. target market approach.
- E. customer service approach.

AACSB: 6. Reflective thinking
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #261
Question Type: Application
Self-Test: No

262. Most sales presentations follow the AIDA sequence which stands for
(p. 372)

- A. Attention, Interest, Desire, Action
- B. Attention, Interest, Develop, Appeal
- C. Attention, Involvement, Desire, Action
- D. Attention, Involvement, Desire, Appeal
- E. Attention, Interaction, Development, Action

AACSB: 10 Org Dynamics
Chapter: 14
Difficulty: Easy
LearnObj: 8
Perreault - Chapter 14 #262
Question Type: Comprehension
Self-Test: No

Use this information for questions that refer to the "Salespeople" case.

Wilson Alvaro graduated with a marketing degree almost a year ago. Like many of his friends, he took a job in sales and really enjoys it. A description of Wilson's job and those of some of his friends are noted below.

Wilson Alvaro loves biking and has his dream job. He works for a wholesale company that sells mountain bikes for a manufacturer. He works with a small group of people who call on the buying offices for two large retail chains, Wal-Mart and Toys R Us. The group includes a finance person and a production person, and they all work together to meet the specific needs of these two big accounts; for example, sometimes they recommend a model of bike that will be available from only that retailer's stores. However, Wilson's main job focuses on building relationships and solving customer problems. Only occasionally is he expected to try to persuade the retailers to buy more bikes.

Amy Bowden sells life insurance. She calls on new parents and persuades them to buy insurance products. It is difficult for a manager to control Amy's work, but she has incentive to work hard because her job security and income depend on getting sales. She is a confident self-starter, so she likes it that way.

Ben Peterson works for a fashionable men's clothing store. He enjoys spending time with customers who come in, learning about their fashion needs, and helping them pick clothes that really work for them. While the store manager can easily observe and direct Ben's activities, the manager wants Ben to have the incentive to increase customer purchases and satisfaction.

Emily Winters handles inside sales for a major industrial distributor. She deals with a regular set of established customers, most of whom know what they want. Emily talks to them on the phone and answers questions about products, delivery time, and pricing. She sometimes works with outside sales reps who visit customers and help introduce new products. Emily is the first person her customers call when there's a problem with a purchase, so she spends a lot of time dealing with customer problems. As an inside salesperson, Emily's work is easily supervised by a sales manager - and she has little influence on how much her customers buy.

Melissa Tran works for a company that sells paper products (like napkins, paper towels, and paper plates) primarily through small independent grocers. Most of the grocers are regular customers, but sometimes she makes cold calls to new grocery stores. Melissa's job is to develop goodwill and try to increase sales. For example, she often sets up special promotional displays in stores. Her compensation plan gives her income security, but she also can receive a bonus for sales growth in her territory.

Charlie Riggs is a telemarketer for an Internet service provider. He calls people on a list provided by his firm and tries to sign them up for Internet service. Charlie relies heavily on a presentation he learned during his training. Charlie is very good at what he does and loves that the more success he has the more he earns.

Perreault - Chapter 14

263. Which salesperson's main sales task is supporting?

(p. 355-356)

- A. Wilson Alvaro
- B. Melissa Tran**
- C. Emily Winters
- D. Ben Peterson

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #263
Question Type: Application
Self-Test: No

264. Which salesperson's primary task is order taking?

(p. 354-355)

- A. Emily Winters
- B. Melissa Tran
- C. Amy Bowden
- D. Wilson Alvaro
- E. Charlie Riggs

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #264
Question Type: Application
Self-Test: No

265. Which of the following is true about Melissa Tran's sales position?

(p. 355-356)

- A. Recruiting for this job would not require a job description.
- B. It involves major account management.
- C. The job would not require product training -- only sales training.
- D. It involves missionary sales.
- E. None of the above.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 2
Perreault - Chapter 14 #265
Question Type: Integrating
Self-Test: No

266. Wilson Alvaro's sales position involves:

(p. 357-359)

- A. providing customer service.
- B. team selling.
- C. major account management.
- D. all of the above.
- E. none of the above

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 3,4
Perreault - Chapter 14 #266
Question Type: Integrating
Self-Test: No

267. Which salesperson has a job where compensation is likely to be straight salary?

(p. 367)

- A. Ben Peterson
- B. Amy Bowden
- C. Melissa Tran
- D. Emily Winters
- E. Charlie Riggs

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 7
Perreault - Chapter 14 #267
Question Type: Application
Self-Test: No

268. What type of compensation plan should Ben Peterson have?

(p. 366)

- A. straight salary.
- B. straight commission.
- C.** a combination of salary and commission.
- D. a salary that is paid only if a certain sales quota is achieved.
- E. any of the above is equally appropriate for Ben's job.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Easy
LearnObj: 7
Perreault - Chapter 14 #268
Question Type: Application
Self-Test: No

269. Which salesperson probably does the most prospecting?

(p. 368)

- A. Amy Bowden
- B. Wilson Alvaro
- C. Melissa Tran
- D.** Charlie Riggs

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #269
Question Type: Application
Self-Test: No

270. What sales presentation approach does Charlie Riggs use?

(p. 370-371)

- A. missionary presentation.
- B.** prepared sales presentation.
- C. consultative selling approach.
- D. selling formula approach.
- E. no sales presentation approach is used because he just calls people and says what he learned during training.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #270
Question Type: Application
Self-Test: No

271. What type of sales presentation approach does Ben Peterson use?

(p. 371)

- A.** Consultative selling approach.
- B. Prepared sales presentation.
- C. Missionary selling.
- D. Selling formula approach.
- E. Sales quota approach.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 8
Perreault - Chapter 14 #271
Question Type: Application
Self-Test: No

272. Which salesperson does the most customer service?

(p. 356-358)

- A. Charlie Riggs
- B. Melissa Tran
- C. Emily Winters**
- D. Ben Peterson
- E. Amy Bowden

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 3
Perreault - Chapter 14 #272
Question Type: Application
Self-Test: No

273. Which salesperson has a job that requires NO training in sales?

(p. 365)

- A. Charlie Riggs.
- B. Melissa Tran.
- C. Emily Winters.
- D. Ben Peterson.
- E. All of these jobs require some training in sales.**

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 6
Perreault - Chapter 14 #273
Question Type: Application
Self-Test: No

274. Melissa Tran's company wants to have enough salespeople to serve 1,000 accounts. An effective salesperson can call on each account 12 times a year and should average about two hours per sales call. Each salesperson works 40 hours a week and takes off two weeks for vacation each year. Salespeople spend half their time on travel and administration. How many salespeople does Melissa's company need?

(p. 361)

- A. 6
- B. 12
- C. 24**
- D. 40
- E. There is not enough information to determine the answer.

AACSB: 3 Analytical skills
Chapter: 14
Difficulty: Medium
LearnObj: 4
Perreault - Chapter 14 #274
Question Type: Application
Self-Test: No

ch14 Summary

<u>Category</u>	<u># of Questions</u>
AACSB: 10 Org Dynamics	164
AACSB: 10 Org Dynamics; 9 Value creation	1
AACSB: 11 Analysis for decisions	2
AACSB: 12 IT influences	2
AACSB: 13 Economic environments	3
AACSB: 3 Analytical skills	35
AACSB: 4 Use of IT	8
AACSB: 5. Diversity understanding	1
AACSB: 6. Reflective thinking	11
AACSB: 7 Responsibilities	1
AACSB: 8 Financial	1
AACSB: 9 Value creation	45
Chapter: 14	274
Difficulty: Easy	170
Difficulty: Hard	7
Difficulty: Medium	97
LearnObj: 1	24
LearnObj: 2	79
LearnObj: 3	19
LearnObj: 3,4	1
LearnObj: 4	19
LearnObj: 5	15
LearnObj: 6	22
LearnObj: 7	43
LearnObj: 8	52
Perreault - Chapter 14	275
Question Type: Application	74
Question Type: Comprehension	67
Question Type: Definition	106
Question Type: Integrating	7
Question Type: LearnAid	10
Question Type: Self-Test	10
Self-Test: No	254
Self-Test: Self-Test	10
Self-Test: Self-Test & Learn Aid	10