

Multiple Choice

Place the letter of the correct answer to each question on the line provided.

- _____ 1. Business-to-business selling (B2B) may also be called _____.
A. field sales
B. industrial sales
C. organizational sales
D. All of the above.
- _____ 2. An office that is set up for the purpose of receiving and making customer calls is a _____ center.
A. lead
B. call
C. cold call
D. business-to-consumer (B2C)
- _____ 3. Which of the following approaches is often used in a business-to-consumer sales setting?
A. Service
B. Cold call
C. Emotional
D. All of the above.
- _____ 4. In business-to-consumer (B2C) selling situations, which of the following is a *not* a motive for customers to buy a product?
A. Rational
B. Emotional
C. Transactional
D. Loyalty buying
- _____ 5. There are three ways to determine customer needs and wants. Which involves body language?
A. Observation
B. Verifying
C. Questioning
D. Listening
- _____ 6. When a customer raises an objection during a product presentation, the first thing a salesperson should do is _____.
A. agree with the customer
B. pause
C. offer a substitute product
D. end the presentation
- _____ 7. Overselling is _____.
A. selling more than the customer really wants
B. exceeding the company's sales projection
C. promising more than can be delivered
D. selling after normal business hours

Name _____

- _____ 8. Service that meets customer needs, as well as the standards for customer service set by the company, is _____.
 A. overselling
 B. quality customer service
 C. excessive customer service
 D. exceptional customer service
- _____ 9. The customer service mindset is the attitude that the customer _____.
 A. needs overselling
 B. should spend money
 C. needs to listen
 D. comes first
- _____ 10. Which of the following is a common type of online support?
 A. Emotional buying
 B. E-mail support
 C. Cold calling
 D. All of the above.

Completion

In the space provided, write the word(s) that best completes each of the following statements.

- _____ 1. In business-to-business (B2B) sales, a(n) _____ salesperson visits with the customer at his or her place of business.
- _____ 2. Showing the major selling features of a product and how it benefits the customer is _____ selling.
- _____ 3. The _____ is when the salesperson makes the first in-person contact with a potential customer.
- _____ 4. Personal reasons *not* to buy are _____.
- _____ 5. _____ buying motives are based more on feelings than reason.
- _____ 6. The phrase “going above and beyond” is often used to refer to _____ customer service.
- _____ 7. Information and resources available to customers through the Internet is _____.
- _____ 8. A(n) _____ contains answers to customer questions as posted by other customers or product users.
- _____ 9. After a transaction is complete, it is important for a salesperson to _____ with the customer to ensure the customer is satisfied.
- _____ 10. Hearing is a physical process, while _____ is an intellectual process.