

Name \_\_\_\_\_

## Part 2: Concept Review

### Open Response

*Write your response to each of the following statements or questions in the space provided. Use complete sentences.*

1. One of the tasks that must be completed before making contact with the customer is to generate leads. What are leads and what are some ways to generate them?

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2. What are the six steps in the sales process? Explain the importance of the last step.

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3. What are buying signals? Describe some buying signals a salesperson should look for.

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