

Assessment

Professional Selling

First Edition

The objectives of this book are:

- To explain how to make the most of a selling opportunity
- To show how to organize for better sales
- To discuss customer resistance and how to counter concerns
- To explain ways to understand customer styles

■ CRISP_{series}

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Assessment Questions for Professional Selling, First Edition

Select the best response.

1. The key to the most successful professional selling is to:
 - A. Use aggressive techniques
 - B. Know how to close a sale
 - C. Serve the needs of a client
 - D. Know your product line

2. After three calls to a prospect go unacknowledged, it is time to give up.
 - A. True
 - B. False

3. As a salesperson, the best prospects for you are:
 - A. People who read advertisements
 - B. Visitors to trade shows
 - C. Your own customers
 - D. Referrals from people you know

4. If you have a choice when seeking prospects, it is more beneficial to:
 - A. Make cold calls
 - B. Follow up on referrals

5. A common mistake in making cold calls is to:
 - A. Be slightly tentative
 - B. Get permission before asking questions
 - C. Give your full name to the person who answers
 - D. Not verify the decision maker

6. When arranging appointments with cold call prospects, it is better:
 - A. To ask them to choose any time at their convenience
 - B. To give them a choice of a few specific times

7. To be sure a new prospect comes to an appointment, it is better to:
 - A. Call in advance
 - B. Send a confirmation postcard

8. In a face-to-face interview, most of your time should be spent:
 - A. Gathering information
 - B. Presenting benefits of your product
 - C. Closing the sale

9. To get the most information, you should ask more:
 - A. Open-ended questions
 - B. Closed-ended questions

10. Select the question that is open-ended.
 - A. What health plan do you have?
 - B. Is your plan satisfactory?
 - C. How has your health plan served your needs?
 - D. Will you be changing plans in the fall?

11. It is more important to present:
 - A. Facts about your product
 - B. Benefits of your product

12. The only successful close is a signed order.
 - A. True
 - B. False

13. When responding to an objection you should:
 - A. Explain why it is invalid
 - B. Give a lengthy answer
 - C. First ask for clarification and specifics
 - D. Counter the objection immediately

14. Choose the persuasive words.
 - A. Common, experimental, cheap
 - B. Popular, tested, economical

15. At a first meeting, the impression you make is based primarily on:

- A. Your visual appearance
- B. Your tone of voice
- C. The words you use
- D. The quality of your product
- E. A and B

16. Scrap time:

- A. Includes time spent watching TV
- B. Normally runs from one to fifteen minutes
- C. Can be used to complete paperwork
- D. All of the above

17. You should give first attention to a prospective customer:

- A. With whom you most enjoy working
- B. Who will take the least amount of time
- C. Who has the largest business potential
- D. Who is your competitor's best customer

18. You can reduce time spent on paperwork by:

- A. Copying several items at once
- B. Clearing out your in-basket daily
- C. Learning to skim reading material
- D. Handling each piece of paper only once
- E. Any of the above

19. Customers who want facts and information are mainly:

- A. Bottom-line oriented
- B. Harmony seekers
- C. Excitement seekers
- D. Detail seekers

20. Primarily, professional salespeople:
- A. Build upon the weakness of their competitors
 - B. Spend most of an interview in convincing talk
 - C. Explore people's needs
 - D. Are aggressive at all times
21. Successful salespeople do not have to be sincerely excited about their products or services.
- A. True
 - B. False
22. If your client is enthusiastic, spontaneous, and a risk taker, you should:
- A. Wear conservative clothing
 - B. Confirm details orally
 - C. Present only traditional ideas
 - D. Relate your proposal to the client's dreams
23. If your client is a relationship maintainer (caring and possessive), then you should:
- A. Avoid personal questions
 - B. Not ask for their help
 - C. Emphasize personal guarantees
 - D. Push for an immediate decision
24. If your client is highly competitive, pragmatic, assertive, and confident, you should:
- A. Focus on bottom line relevance
 - B. Be friendly and informal
 - C. Present only one option for consideration
 - D. Be exacting and speak slowly
25. If your client likes structure, details, and accuracy, you should:
- A. Indicate a bottom line of urgency
 - B. Give incentives
 - C. Ask personal questions
 - D. Give straight data and have proof

Answer Key for Professional Selling, First Edition

Recommended response (Corresponding workbook page)

1. C (1)	6. B (23)	11. B (40)	16. D (84)	21. B (5)
2. B (3)	7. B (25)	12. B (47)	17. C (81)	22. D (70)
3. C (9)	8. A (35)	13. C (50)	18. E (82)	23. C (71)
4. B (14)	9. A (36)	14. B (52)	19. D (88)	24. A (69)
5. D (20)	10. C (36)	15. E (54)	20. C (4)	25. D (68)