Assessment

Sales Training Basics

Third Edition

The objectives of this book are:

- To explain characteristics of successful salespeople
- To give tips on how to sell successfully
- To discuss specific selling situations

CRISP series

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Assessment Questions for
Sales Training Basics, Third Edition

Select the best response.

1. Successful salespeople:
    A. Listen to their customers
    B. Practice basic sales skills
    C. Learn to set priorities
    D. All of the above

2. If you deal in any way with the public, you should learn basic sales techniques.
    A. True
    B. False

3. Compared to other jobs, jobs in selling:
    A. Have less freedom
    B. Are less demanding
    C. Are less exciting
    D. All of the above
    E. None of the above

4. Professional salespeople must:
    A. Be extroverts
    B. Have an optimistic attitude
    C. Like a challenge
    D. All of the above
    E. B and C

5. The first impression you make depends upon your:
    A. Grooming
    B. Attitude
    C. Message
    D. All of the above
    E. A and B

6. Your selling style must adapt to the selling environment.
    A. True
    B. False

7. Because a down attitude is self-defeating, you should:
    A. Take mini vacations
    B. Give yourself attainable goals
    C. Get physical exercise
    D. All of the above
    E. A and C

8. Non-verbal signals to a customer are as important as verbal ones.
    A. True
    B. False

9. In presenting different versions of one product, you should show:
    A. Your entire line
    B. Only three at one time
    C. Only the one that you think best fits the customer

10. If you are selling a polyester shirt, it would be better to:
    A. Emphasize the easy-care benefits
    B. Focus on the color and style

11. It is a good idea to ask clients how much they are willing to pay.
    A. True
    B. False

12. In selling, the most important goal is:
    A. Customer satisfaction
    B. Making the sale
    C. Getting your best dollar value
    D. Explaining your product's benefits

13. In closing a sale, you should ask the customer to buy.
    A. True
    B. False

14. An expert salesperson:
    A. Advises customers on their best choices
    B. Leads customers to make their own decisions

15. These ideas can be helpful to a salesperson.
    A. You can’t win them all
    B. A bird in the hand is worth ten in the bush
    C. When you get a lemon, make lemonade
    D. All of the above
    E. B and C

16. Excellent sales professionals can easily move from one job to another.
    A. True
    B. False

17. It is a good idea to:
    A. Criticize competitors
    B. Make a promise even if you might not be able to keep it
    C. Let customers know when they are wrong
    D. All of the above
    E. None of the above

18. As a professional it is better to:
    A. Always be serious
    B. Have a sense of humor

19. For telephone marketing, most experts recommend that you:
    A. State the organization you represent at the start
    B. Begin with a question to the listener

20. Selling via the telephone should:
    A. Solicit customer feedback
    B. Save travel time
    C. Be a way to contact prospects
    D. All of the above
    E. B and C

21. When handling difficult customers, you should:
    A. Let them talk through their anger
    B. Challenge them with your eyes
    C. Have a pleasant smile
    D. All of the above
    E. A and C

22. For some people, sales work:
    A. Will never be right
    B. Can work with a few behavior changes
    C. Will be good for them, given enough time
    D. All of the above
    E. A and B

23. Time management is a minor part of a sales career.
    A. True
    B. False

24. You should reward yourself:
    A. At all times
    B. After you have reached a goal
    C. Anytime you need to raise your spirits
    D. All of the above
    E. A and C

25. For success, you should:

A. Have a genuine desire to please
B. Have good techniques
C. Have a positive attitude
D. All of the above
E. B and C

Answer Key for
Sales Training Basics, Third Edition

Recommended response (Corresponding workbook page)

1. D (3)	6. A (16)	11. B (30)	16. A (43)	21. E (52)
2. A (6)	7. D (19)	12. A (32)	17. E (44)	22. D (54)
3. E (7)	8. A (25)	13. A (35)	18. B (47)	23. B (56)
4. E (8, 10)	9. B (26)	14. B (47)	19. A (50)	24. B (59)
5. E (14, 15)	10. A (28)	15. D (17)	20. D (51)	25. D (61)