

# Assessment

## ***Workbook 3: Build a Continuing Relationship*** *First Edition*

The objectives of this book are to help the user:

- Honor manufacturers' warranties
- Adhere to the company's return policy
- Handle customer complaints



## Assessment Questions for **Workbook 3: Build a Continuing Relationship, First Edition**

*Select the best response.*

1. Long-lasting customer loyalty is created when customers seek you out personally because they trust you to stand behind the products you sell.
  - A. True
  - B. False
  
2. As a sales associate, you can help build trust by making sure customers understand and benefit from the product warranties.
  - A. True
  - B. False
  
3. The warranty is an excellent tool for you to use to:
  - A. Prove that your company has the best price
  - B. Explain your company's return policy
  - C. Reassure the customer about a product's quality
  - D. All of the above
  
4. If your company does not have a manual that describes all the major product warranties, you should:
  - A. Avoid talking about warranties with your customers
  - B. Create your own by making copies of the various product warranties and related information
  - C. Decide on a general, neutral comment you can make if customers ask you about a warranty
  
5. If you don't have a warranty manual available or are unsure about a warranty answer, a resource to consider is co-workers or your supervisor.
  - A. True
  - B. False

6. You should explain all warranty conditions to your customer at the time of purchase.
  - A. True
  - B. False
  
7. When your customer asks you to make an exception to the company policy regarding warranties, you should probably:
  - A. Check with your immediate supervisor or manager
  - B. Make the exception, but only if the customer promises to make additional purchases
  - C. Tell him you do not make exceptions
  
8. Successful companies understand that a customer complaint provides an opportunity to build customer loyalty.
  - A. True
  - B. False
  
9. The company's return policy should always be clearly displayed in writing.
  - A. True
  - B. False
  
10. If the return policy is clearly displayed, it is not necessary to mention it to the customer at the time of the sale.
  - A. True
  - B. False
  
11. Even if your company's return policy restricts what you can do for the customer, you should:
  - A. Consider alternatives, such as offering a discount coupon or a free sample
  - B. Agree with him that the product is defective and should be replaced, but tell him that the store won't let you do anything about it
  - C. Do what the customer asks; management will have to support your decision

12. Which of the following might be acceptable techniques for directing a customer to the Customer Service department?
- A. "Customer service is on the third floor; take the elevator and turn right when you get off. I'd go with you, but I can't leave this area unattended at the moment."
  - B. "You'll have to take this to Customer Service; I can't help you here."
  - C. "Someone in Customer Service can help you with that; I'll show you the way."
  - D. A and C
13. Customer complaints should be welcomed because they provide an opportunity to:
- A. Do something different for a change
  - B. Get customers back to the store so they'll buy more
  - C. Learn about problems so improvements can be made
  - D. Learn who the potential "problem customers" are
14. When using the T.H.A.N.K.S. method, "T" stands for "Thank the customer for bringing the problem to your attention."
- A. True
  - B. False
15. When using the T.H.A.N.K.S. method, "A" stands for "Appear interested in the problem, but excuse yourself if another customer comes in."
- A. True
  - B. False
16. When using the T.H.A.N.K.S. method, "K" stands for:
- A. "Know when to give in to the customer's demands"
  - B. "Keep the customer from asking for a refund"
  - C. "Know a solution if the customer does not suggest one"
  - D. "Keep asking what the customer wants, even when the solution is obvious to you"
17. In the T.H.A.N.K.S. method, "S" stands for "Solve the problem, or find someone who can."
- A. True
  - B. False

18. If a customer becomes abusive, you should probably:
- A. Refund his money immediately
  - B. Contact your manager
  - C. Tell him he is being abusive and call security
19. When the customer presents you with a problem, you should ask her:
- A. How she would like the situation solved
  - B. Who is at fault in the situation
  - C. If she shops at your store on a regular basis
20. If you find yourself having to resolve a very difficult issue, you may want to:
- A. Ask the customer to come back another time
  - B. Tell the customer that his is being unreasonable
  - C. Get help from a more senior employee
21. Keeping records of customer complaints and the methods used to resolve them will help you resolve similar situations in the future.
- A. True
  - B. False
22. As a sales associate, your goal is to:
- A. Keep the returns to a minimum
  - B. Keep the customer coming back
  - C. Decide who's right or wrong
23. Once you have sent the product out for repair or ordered a replacement, your work is finished.
- A. True
  - B. False
24. The relationship you establish with customers should continue even after you have rung up the sale, packaged the product, and expressed your sincere thanks.
- A. True
  - B. False

25. When customers come to you with complaints, you need to:
- A. Listen carefully
  - B. Be patient
  - C. Get information
  - D. All of the above

**Answer Key for  
Workbook 3: Build a Continuing Relationship, First Edition**

*Recommended response (Corresponding workbook page)*

- |            |            |            |            |            |
|------------|------------|------------|------------|------------|
| 1. A (iii) | 6. A (3)   | 11. A (15) | 16. C (31) | 21. A (40) |
| 2. A (iii) | 7. A (6)   | 12. D (15) | 17. A (22) | 22. B (24) |
| 3. C (4)   | 8. A (21)  | 13. C (21) | 18. B (40) | 23. B (40) |
| 4. B (5)   | 9. A (14)  | 14. A (23) | 19. A (31) | 24. A (47) |
| 5. A (7)   | 10. B (14) | 15. B (24) | 20. C (40) | 25. D (23) |