

# Assessment

## ***Workbook 4: Go the Extra Mile*** ***First Edition***

The objectives of this book are to help the user:

- Maintain key information on customers
- Conduct customer follow-up
- Provide the customer with a personalized business card
- Schedule personal appointments with shoppers; select merchandise in advance

■ CRISP<sub>series</sub>

Disclaimer: This assessment was written to test the reader on the content of the book. The publisher and author shall have neither liability nor responsibility to any person with respect to any loss or damage caused or alleged to be caused directly or indirectly by the assessment contained herein.

## Assessment Questions for **Workbook 4: Go the Extra Mile, First Edition**

*Select the best response.*

1. Customer follow-up is always a good idea, now matter what the situation or who the customer.
  - A. True
  - B. False
  
2. If an appliance or computer is being shipped, you might call the customer to be certain it was delivered on time and in good condition and:
  - A. That the delivery people were courteous and careful
  - B. If the customer really liked the deal you gave him
  - C. If the customer has any friends that might like the item
  
3. If you are making a follow-up call, it's a good idea to call during the dinner hour to make sure you contact the customer on the first try.
  - A. True
  - B. False
  
4. When leaving phone messages for customers, you should let them know whether it is important for them to call you back or not.
  - A. True
  - B. False

5. Which of the following items would NOT be an appropriate finishing touch to your service?
  - A. Call the customer to make sure he is satisfied with his purchase
  - B. Send a handwritten note thanking the customer for his business
  - C. Send a postcard thanking a customer for letting you help him select a gift for his wife
  - D. Give the customer your business card and encourage him to return to the store
  - E. Remember the customer's name and use it when he comes in again
  
6. Which of the following are appropriate reasons for following up with a customer?
  - A. You are curious whether a gift your customer purchased was well received
  - B. You want to know why a customer did not make it in for a special sale
  - C. You finally located an item the customer asked for a while back
  - D. You haven't seen the customer in a long time and are wondering if she is shopping somewhere else now
  
7. You should keep your client records up-to-date and notify customers of merchandise you know is of interest to them.
  - A. True
  - B. False
  
8. Keeping records about customer preferences:
  - A. Will make customers suspicious of your ability to remember details
  - B. Requires an expensive computer system
  - C. Can help you provide more personalized service to returning customers
  
9. In your client record system, you should record:
  - A. Customer purchases
  - B. Customer interests
  - C. Follow-up activities
  - D. All of the above

10. Which of the following statements best describes why a client record system is called a “living” record?
- A. It should be accessible to anyone who wants to read it
  - B. You should constantly refer to it and update it with new information
  - C. You will spend more time maintaining your records than you do actually serving customers
11. You should record basic information that allows you to stay in touch with customers and specific information that reminds you of their purchases and preferences.
- A. True
  - B. False
12. Any personal information a customer gives you becomes public knowledge and you may share it with other sales associates.
- A. True
  - B. False
13. Your business card or the sales receipt is a good place to make notes for a customer regarding:
- A. Your work schedule so the customer can contact you in the future
  - B. The date a special order is due
  - C. An upcoming sale
  - D. All of the above
14. If you do not have business cards, you can help the customer remember you by:
- A. Asking the customer for something on which to write your name and number
  - B. Writing “thank you” on the sales receipt and signing your name
  - C. Telling the customer how many sales awards you have won
  - D. Using your own name often in the conversation

15. If your company does not supply business cards, you should:
- A. Tell customers that they can find the store number in the phone directory
  - B. Check to make sure creating your own will not violate company policy
  - C. Tell the customer that the company is too cheap to give you business cards
  - D. Tell customers your name and phone number and offer them a pen to write it down
16. It's a good idea to offer customers several of your business cards and ask them to hand them out to their friends.
- A. True
  - B. False
17. Which of the following are good reasons to ask customers for their business cards?
- A. So you can claim these customers as your own and keep co-workers from making sales to them
  - B. When customers show interest in an upcoming event and you offer to remind them
  - C. So you can build up your client records with names of potential customers
  - D. To learn more about them so you can suggest items that you think they can afford
18. Showing respect for a customer's business card means you should:
- A. Never write on it
  - B. Put it in your purse or wallet for safe keeping
  - C. Make some comment to indicate you have read it
19. If a customer's business card includes a pager, e-mail address, or fax number, ask him how he would prefer to be contacted.
- A. True
  - B. False
20. Acting as a personal shopper:
- A. Should be avoided since it takes you away from other customers
  - B. Can add interest and challenge to your job
  - C. Does not require any special skills or talents

21. When customers enlist you as their personal shopper, they probably should expect:
- A. Special discounts
  - B. To save time and effort looking for items themselves
  - C. You to be available at all times
22. When acting as a personal shopper, you should:
- A. Choose a wide selection of items from which the customer can choose
  - B. Ignore the customer's bad taste and choose the items that you think she should wear
  - C. Select only items that fit her interests
23. One of the most important skills in being a personal shopper is to:
- A. Always guess correctly at what the customer wants
  - B. Listen carefully for clues about the customer's preferences
  - C. Convince customers to follow your advice
24. If you schedule a personal shopping appointment with a customer, it would be a good idea to:
- A. Call and confirm the appointment the day before
  - B. Set aside some items you think the customer will be interested in
  - C. Keep your appointment book with you at all times so you don't double-book yourself
  - D. All of the above
25. Personal shopping services may be appropriate for which of the following customers?
- A. A shopper who says she just wants to browse
  - B. A shopper who asks you to help select gift items for the holidays
  - C. A customer who is in a hurry and does not have time to look for specific items
  - D. B and C

**Answer Key for  
Workbook 4: Go the Extra Mile, First Edition**

*Recommended response (Corresponding workbook page)*

- |          |            |            |            |               |
|----------|------------|------------|------------|---------------|
| 1. B (4) | 6. C (5)   | 11. A (27) | 16. B (19) | 21. B (33)    |
| 2. A (4) | 7. A (5)   | 12. B (28) | 17. B (20) | 22. C (33)    |
| 3. B (4) | 8. C (25)  | 13. D (9)  | 18. C (20) | 23. B (33)    |
| 4. A (4) | 9. D (27)  | 14. B (10) | 19. A (20) | 24. D (34-35) |
| 5. C (5) | 10. B (28) | 15. B (11) | 20. B (33) | 25. D (35)    |