

Assessment

Workbook 5: Explaining Features and Benefits

First Edition

The objectives of this book are to help the user:

- Listen and ask open-ended questions
- Acquire and apply product knowledge
- Request product feedback from the customer
- Handle customer objections
- Verify that the product is appropriate for the customer
- Offer alternative sales options
- Test products to be displayed

■ CRISP_{series}

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Assessment Questions for Workbook 5: Explaining Features and Benefits, First Edition

Select the best response.

1. A customer will be more likely to buy a product such as a DVD player if you:
 - A. Show how easy it is to program
 - B. List every feature the DVD player has
 - C. Open the manual to show how instructions are displayed

2. The best method for finding the right product for a customer is:
 - A. Asking “yes” or “no” questions to move the sale along
 - B. Asking open-ended questions

3. Customers most likely need your help when:
 - A. They are buying a product for the first time
 - B. They purchase an item frequently
 - C. An item includes assembly instructions
 - D. A and C
 - E. All of the above

4. If you discourage customers from purchasing a product that exceeds their needs, they are most likely to:
 - A. Appreciate your honesty
 - B. Resent your interference
 - C. Buy more than they need anyway

5. Permanent labels in clothing are required by law to include:
 - A. The city in which the product was made
 - B. The fiber content, in descending order
 - C. The size
 - D. All of the above

6. A successful sales associate needs to know the major features of only the most popular products in the store.
 - A. True
 - B. False

7. Brand loyal customers:
 - A. Always purchase from the same store
 - B. Ask for a particular make by name
 - C. Either of the above

8. Shoppers are more likely to buy new food products if:
 - A. They can taste them
 - B. You provide recipes for using them
 - C. You display serving suggestions
 - D. Any of the above

9. It is best to show products:
 - A. In dim lighting to avoid glare
 - B. Under artificial lighting to improve color
 - C. In natural light

10. Benefits of a product are determined by:
 - A. The manufacturer
 - B. The salesperson
 - C. The customer
 - D. All of the above

11. Increased capacity would be a benefit of which feature?
 - A. Neutral colors
 - B. Natural fibers
 - C. Man-made materials
 - D. Dimensions

12. If a customer does not have a clear picture of what she wants, the sales associate should:
- A. Point out the product that sells the best
 - B. Ask questions that can be answered “yes” or “no” to quickly narrow the options
 - C. Demonstrate the sales associate’s personal favorites
 - D. Ask open-ended questions to determine the customer’s needs
13. When asked, “Is this a good sleeping bag?” a sales associate’s best response is:
- A. “Yes, and it’s on sale.”
 - B. “It’s our best-seller.”
 - C. “I love mine.”
 - D. “Can you tell me where you’ll be using it?”
14. The first step in addressing a customer’s objections is to:
- A. Try to change the subject
 - B. Point out ways the product benefits the customer
 - C. Make sure you understand the objection
 - D. Try to show alternative products
15. If a customer’s objections don’t seem consistent with what she said before, you should:
- A. Point out the inconsistency
 - B. Dig a little deeper to get to the root of the problem
 - C. Suggest that you start over
16. A layaway option could satisfy a customer’s objection regarding:
- A. Warranty
 - B. Capacity
 - C. Affordability
 - D. Delivery time
17. If an item is going to go on sale next week, you should tell the customer.
- A. True
 - B. False

18. If a customer wants an item that is out-of-stock, you should do all of the following *except*:

- A. Find out when the next shipment is due to arrive
- B. Contact other stores in your chain to see if they have it in stock
- C. Check with the warehouse and see how quickly it can be transferred to your store
- D. Take the customer's phone number but don't promise to call by any specific date

19. Private label items:

- A. Are often made by famous manufacturers
- B. May have the same features as a nationally-recognized brand
- C. Are often less expensive than national brands
- D. All of the above

20. If you do not have a product that meets all of a customer's needs, your best course of action is to:

- A. Sell a product you have that satisfies most of the customer's needs
- B. Point the customer toward a nearby competitor that sells exactly what they're looking for

21. A customer says, "I know this is a popular line, but this is an awful lot to pay for a simple white T-shirt." The best option for the sales associate is to:

- A. Provide more information
- B. Make it easier to buy
- C. Suggest an alternative
- D. None of the above

22. If a customer ends up disappointed with a purchase, there is no value to the customer's feedback.

- A. True
- B. False

23. You should contact your customer for feedback when:
- A. Their items are being delivered
 - B. They purchase expensive items
 - C. They give you permission to call
 - D. All of the above
24. Customers are most likely to complete feedback surveys if:
- A. The forms are placed near the cash register
 - B. They are happy with your service
 - C. You ask them to
 - D. None of the above
25. Encouraging feedback from customers is the best way to build sales.
- A. True
 - B. False

Answer Key for

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Recommended response (Corresponding workbook page)

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|------------|--------------|---------------|------------|---------------|
| 1. A (17) | 6. B (12) | 11. D (25) | 16. C (41) | 21. C (45,70) |
| 2. B (31) | 7. B (12) | 12. D (31) | 17. A (41) | 22. B (49) |
| 3. D (iii) | 8. D (17,19) | 13. D (35,67) | 18. D (42) | 23. D (50) |
| 4. A (iv) | 9. C (19) | 14. C (39) | 19. D (43) | 24. C (51) |
| 5. B (3) | 10. C (23) | 15. B (40) | 20. B (43) | 25. A (51) |